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TABLE OF CONTENTS

NATIONAL PRINTER-JOURNALIST Vol. XXVII. Nineteen Hundred Nine

A

An Appreciative View of Home Newspaper 17-18
Advertising and Circulation 93
All-Around Excellence 24
Admen at Kansas City 104, 276
Aikens, A. J. Deceased 120
Advertising, Little Talks On 121, 162
Advertising Your Advertising 829
Ads, Handling of—Discussed by Inland Daily Press..... 278
Among the Associations 128, 423, 780
Alaska-Yukon-Pacific Exposition 321, 324
An Advertisement that Brought Results..... 840
Attacks on Fellow Members of Fraternity..... 329
Auxiliary Ideas as Assets 336
Addresses before N. E. A. Convention 535
Alaska and the Exposition 694
Among Friends, with Notes by the Way 772

B

Baumgartner, J. P., at University of Missouri..... 831
"Boosting" and Duty 846
British Institute of Journalists at Plymouth, with Illust. 841
British Journalist in Praise of Dean Williams' Address. 521
Business Notes, 67, 139, 280, 356, 428, 499, 578,649,717, 788, 860
Business, Winning Increased, Under Adverse Conditions. 207
Buckeye Editors 233, 236
Boy Reporter—What the Operator Told About..... 267
Being Alive, Using Opportunities, etc..... 377
British Journalism in Praise of Dean Williams' Address. 521
Business Management 607

C

Christmas not Xmas 847
Christmas Stocking 66
Criticising Letter from Union Man, with Answer.....22-25
City Building, Editors Learn Lessons of 95
Capper, Arthur Banquet by 122-123
Charity, A Newspaper's Noble 163-164
Circulation, Quality of 185
Connecticut Press, The 165, 383
Circulation—Convention of Circulators 247
Course of Reading for Newspaper Makers..... 166
Country Correspondence 243
Clarke, E. P., Address by 554

D

Discussions by Employing Printers..... 396
Developing Advertising on a Small City Daily..... 556
Daily Paper, Handling the Circulation of a 605

E

Executive Committee Meeting, N. E. A.....118, 245, 720
Editorial Notes and Points..31-40; 105-113; 260, 351, ...379, 402, 453, 642, 687, 826
Editorials....42, 114, 186, 258, 330, 474, 558, 631, 704, 769, 842
Editors Learn Lessons 95
Engraving, The New 411
Estimating 98-100
Editor, The Rural (Poetry) 248
Editor, The Real 483
Exposition, The, and What It Aims to Do..... 492
Editing a Country Weekly..... 550
Editors Seeing the Northwest .....636 and 685
Electrotyping Halftones 859

F

Fifty Years as Editor of One Paper 41
Florida Press Association..... 406
Funk, Erwin C., Address by 451
First International Cost Congress 749

G

Gray, Omar D., Address by 543
Gathering News for the Country Daily..... 544
Good Roads and the Press 615
Gatherer and Handler of News, A..... 677

H

Helping Printers t o Prosperity 18-19
Human Interest, Commercial Value of.....89-90
Home Newspaper Work—Women in 236
Helpful Factory Organization, A.....316-318
Human Interest Story 385
Home Trade and Home Advertising 399
High Standard of Preparation for Journalism..... 450
Hospital Number of Winona Herald..... 484
Handling the Circulation of a Weekly Paper..... 541
Huling, Caroline A., Address by..... 550
Hudson-Fulton Celebration 767

I

Institute of Journalists at Plymouth..... 841
Importance of Paper 20-21
Imaginary Competition 47
Items of Interest, 96, 125, 168, 188, 207, 245, 262, 277, 282, ...315, 318, 400, 427, 451, 453, 484, 526, 632, 641, 768
Inland Daily Press 129, 278
Illinois Editors 253, 407, 486
Important Discussions 278
Instructive Newspaper Ideals and Experiences 404
Importance of the Editorial Function..... 452

J

Junior Linotype, The 257
Journalism, High Standard of Preparation for..... 450
Journalism, Chicago School of 97
Printing, Estimating on 98-100
Journalists, Student, To Edit Daily Paper..... 199

K

Kansas Editors 127

L

Law of Libel 25-28
Lady Members, The, Give Recognition 137
Abraham Lincoln Centennial 116, 167
Lariat, The 163
Let Us Get Together 325-328
Lincoln, Centennial Endowment Fund 167-168

M

Model Newspaper, A, with Profitable Side Lines 829
More Work Through Publicity 60, 189, 633, 707
Make-up of the Paper 161, 278
Minnesota Editors Hold Convention 198
Machine Shop, A Modern 264
Michigan Editors 128, 274
Missouri Press Association 324

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Albert O'Donoghue, 317 W. 124th St. New York

Model Building of the Red Wing Printing Company..... 436
McClure, Alexander K., Passing of 477
Mayes, Will H., Address by President..... 535
Manual Training at Olympia 645
Master Printer Gone, A 716

N

Newspaper Items 29
Newspaper Criticisms—48, 134, 170, 249, 337, 387, 458, ...527, 617, 697, 775, 833
National Editorial Association 118-119
Newspaper Building Dedicated with Banquet and Speeches 122-124
Newspaper, The Making of A..... 179
Newspaper Makers, Course of Reading for..... 166
North American, The Daily 266
Newspaper Making, Thoughts on 239-242
Newspaper Problems 305-308
Newspaper Reporter, The Strenuous Life of 169
Newspaper Editors in Convention 245-247
Newspaper, The Making of 179-184
New Zealand Paper's Growth, A 313
Newspaper Man and His Work—"The Buckeye Editors 263-264
National Editorial Association, Program of.....412, 421
National Editorial Association, Delegates..... 479
Newspapers, Showmen and Others 496
National Editorial Association, Minutes of Convention 564-576
National Editorial Association at Tacoma..... 639
Not Without Honor in His Own State 766
Newspaper, The Home, Appreciative View of..... 17

O

Osman, William, Deceased 113

P

Past-President Bettis a Newspaper Man Once More.... 454
Past-President Varner Conducts Voting Contest..... 59
Paper, The Importance of 20-21
Pennsylvania State Press 129
Passing of H. C. Page 66
Paper Famine, Japan Guards Against 100
Pecos Valley, N. Mex., Press Association..... 858
Postal Legislation 132
Press Clubs, University of Wisconsin has Three..... 21
Printing of Today, The 254-255
Postal Service, Reforms of 115
Press Associations 256
Pennsylvania State Editorial Association..... 382
Print Shop, What's What About the..... 270
Past-President Better a Newspaper Man Once More... 454
Preservation of Sentiment 476
Photo-Engravers, International Association of..... 480
Pioneering 847
Profitable Recreation 538
Perry, Miss Goldie, Address by 540
Practical Education of Newspaper Men..... 823
Profitable Sidelines for Newspaper People..... 543
Profitable Features for Small City Dailies 554
Pomeroy, A. Nevin, Biographical Sketch of..... 577
Pioneers and the Newspaper..... 682

Q

Quality Circulation 185

R

Review of Job Printing, 56, 101, 200, 268, 332, 414, 467, ...560, 608, 689, 761, 848
Reforms in Postal Service 115
Rural Editor, The 248
Relation of a Country Newspaper to Metropolitan Daily. 536
Retiring Publisher Honored, A..... 855
Ridgway, G. Walter, Address by 544
Report of the Illinois Woman's Press..... 557
Recent Libel Decisions..... 753
Relation of the Credit Man to the Printer..... 786
Roe, Carl, Address by 556
Rose, E. O. Deceased..... 832

S

Screws, W. W., Past-President, and the Montgomery Advertiser 91
Scott Printing Machine Works 04-206
Special Features 279
Stamped Return Envelopes 308-312
Something for Nothing 399
School of Printing, The 465
Steel, Will G., Address by 538
Starting a Daily Paper 540
Stopping the Leaks 546
Suggestion, A, as to Profitable Aid..... 831
Syndicating Newspapers 678
Sixth Annual Outing, Mansfield News..... 680
System, Consultation and Co-operation..... 758

T

Tests of Good Advertising..... 821
Technical Publicity Association Meets 852
Thoughts on Newspaper Making 239, 242
Topics Proposed 320
Texas Press Association 355
Top Col Topics 407
Trail of the Yankee, The 498
Taylor, H. G., Address by..... 546
Thorpe ,Merle, Address by 548

U

Universality of Service 830
University of Missouri, Newspaper Making at.....94, 418
Unionism Discussed—"A Bold-Faced Liar".....195, 197
Unrestricted Unionism 466
Unionism, When in Favor of and when Antagonistic to.. 207
United Typothetæ of America 488
University Training for Journalists 548
United Typothetæ of America 576

V

Voices from the Past 193
Voting Contests Successfully Conducted..... 59
Voting Contest a Public Benefit 237
Valuable Hints from Among Associations 523

W

Wisconsin University has Three Press Clubs..... 21
What's What About the Print Shop..... 270
Weekly Press Given Credit 266
Want Ads—Symposium on, by J. D. P. 278
Working of the Open Shop, The 403
West Virginia Editor's Views, A 450
Westmoreland, Leon, Address by 536
Walter Williams, Past-President at Institute of Journalists 754
What a Cost System has done for Minneapolis..... 853
Winona, Minn., Republican, A Metropolitan Issue of.... 262

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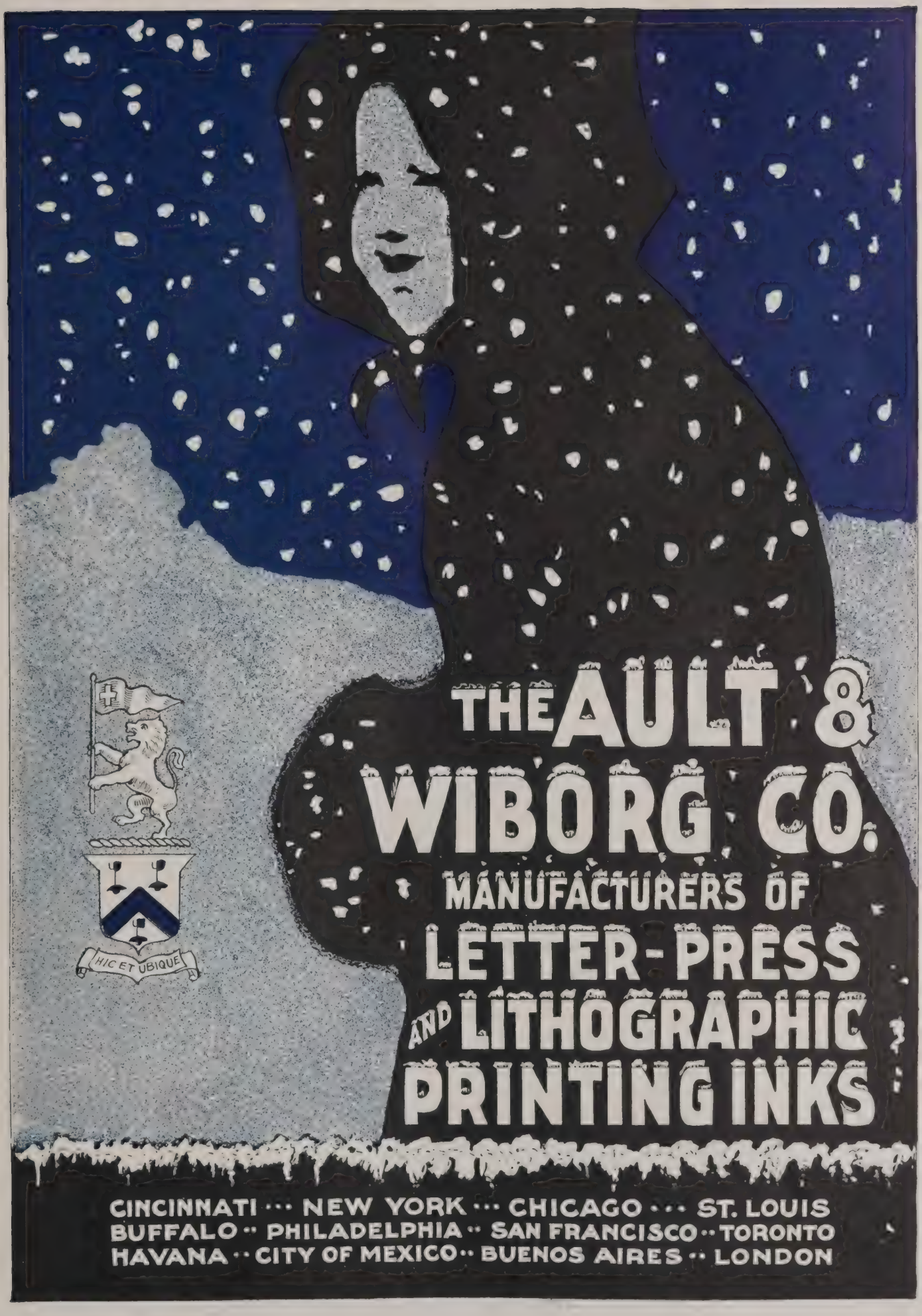
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THE JAHN & OLLIER ENGRAVING CO.
Chicago

Original drawing by
C. C. SENF,
Chicago

From the Press of
THE BREYER PRINTING CO.
Chicago

National Printer Journalist

A Journal for Printing and Allied Trades

Volume Twenty-seven | Chicago, January, 1909 | Number One

AN APPRECIATIVE VIEW OF THE HOME NEWSPAPER

FOLLOWING is an appreciation of the Local Newspaper from the pen of Wesley A. Stanger, Editor of the *Office Outfitter*, Chicago.

Did you ever go into a town that looked as though there was something wrong with it?

I have.

Maybe you wondered why all the buildings looked so strange, why the stores appeared to have been stocked up with unsalable goods, and if you wandered down the street you discovered that the storekeepers were in fact "storekeepers." You talked to some of them and they were knockers. There seemed to be a spirit of jealousy abounding everywhere. You inquired why they did'nt get together and form an association. You were told that they had a flourishing association and that they all belonged to it. You may have asked a hundred and one questions, and all of them seemed to elicit a favorable answer, and still you wondered. Surely something was wrong. Ah! you struck it—they did'nt advertise! You put the question to one of the storekeepers.

"Advertise, why thunder, yes!" was his reply.

Again you were stumped. Finally in dispair you sought out the local newspaper. If the merchants advertised, had an association, and everything seemed so favorable, why was the town awry? The newspaperman would know. So away you went to see him.

On your way you saw many things that convinced you that there was something radically wrong, but you did'nt get very close to the cause, until you lost your way to the newspaper office and had to ask someone to direct you. Here you began to get a handle on the real cause.

"Newspaper office? Why, oh, yes. You mean the *Bugle?* Oh yes. Old man Sanders runs that. Sure, keep on going, you can't miss it. You'll probably find Sanders there. He's there most of the time, I guess.'

"What sort of a paper is it?" you ask.

"Oh, not much of a paper, I guess. Sort of dead. Old man Sanders owes everybody and nobody will trust him any more."

"Do you advertise in the paper?"

No. No use. It don't bring results. I can't see any good in it. Some times I run an ad to help the old man out. Nobody pays much attention to him. He's been here a long time. Too poor to get away, I guess. No, I don't advertise very often unless I want some dodgers, and then I make the old man run 'em off free if I give him an ad for his paper.'"

If you know anything about real conditions you feel your heart beat fast, then slow down. You know the cause. You have solved the mystery. No wonder the town is dead. No wonder the merchants are knockers. No wonder Old Man Sanders owes everybody and is too poor to get out. You have it. The merchants do not support the local newspaper.

Many a good town is'nt worth a cent because the local newspaper is neglected. Many a good merchandising center is dead because the men in business treat the editor of the newspaper as an object of charity. This is wrong. The local paper is the greatest thing in the community. It should be supported. It should be read and patronized. The merchant's who think they are clever and smart when they slip one over on the local paper, make a big mistake. Every dollar you take away from the local newspaper in schemes and knocks, hurts the town. It hurts business, and most of all, it hurts the merchants who indulge in it.

Whatever else you merchants do, patronize your home paper. Don't tell me that it has a small circulation. Don't tell me that you reach ten times as many people with less expense using circulars. Don't spring any of those time-worn gags on me at all. Stop standing in your own light. Get behind that local paper and push it for all you are worth. I don't mean push it to the wall, push it up grade to a position where it ought to be, and as sure as you are alive you will push your own business up with it to a point you never dreamed of before.

When a man tells me that he reaches more people and gets better results from his circulars. I know that he is deceiving himself and telling me what I can prove to be untrue. A newspaper in the community is read by the people. They learn to watch and look for it, and when they get it, every member of the family wants his turn to see what it says. Ads and all are read. If the merchants of a community will educate the people to look in the newspaper for their announcements, more and more people will read the paper and greater will be the returns. If the local newspaper has a small circulation, it is the fault of the merchants. If it is weak, puny, sickly and financially depressed, it is the fault of the merchants. Suppose you do get results from dodgers, that is because you have educated the people to depend upon dodgers, and it does not prove that newspaper advertising will not pay. It proves that you have missed a good opportunity and have wasted a lot of time and money educating people to a wrong idea, and it is up to you to get busy and change your tactics. When a man tells me that he gets his circulars printed and distributed for less expense and with greater returns than the newspaper produces, I figure that he is robbing a printer some-

where, for if a printer makes a decent profit, he must charge a price. In addition, postage stamps cost money and Uncle Sam gives no discounts. When stamps are used for sending out circulars they represent a big investment. If delivered by boys, only about 25% ever get delivered at all, and it costs money to hire boys. As to relative and comparative returns,—there is no comparison. It does'nt prove a thing if you advertise once or twice in a newspaper and do not get the results that your circulars brought. Remember, you cannot get the people to grasp a new idea in thirty minutes when you have been for thirty months educating them to circulars. If you will give the local paper half as good a tryout as you gave your circulars, you will get bigger and better returns all around.

"Cut out this circular business. Cut out this knocking. Hook up with the editor and make him the biggest man in the community. He ought to be, and I tell you that he will pay you back five dollars for every one you spend with him. A man once said that I could 'spout' on this proposition so well because I am a publisher myself. Remember, I do not publish a local paper, but I promise that if ever I do, there will be something doing.

"I make these statements as a result of careful investigation and an exact knowledge, and I can sit down with you in your store, in the hotel or at your home, and prove that every word I say is true, and when I get through the hardest headed old knocker in the crowd, who has done his best to nail down the coffin lid on the local editor will say:

"'By George, old man, you'r right.'"

"Maybe he won't say it out loud to me, but he will say it in his heart, and I will be able to tell by his subdued manner when I get through that I know it, too.

"Remember, there are two great factors that make this country the biggest, best and most enlightened in the world. The first is the public school; the second is the local newspaper. It is up to you merchants. If you want success, support these two great institutions, and for business sake, if for nothing else, support your local newspaper.

"Remember how 'sore' you get when your customers patronize mail order houses or buy in the big cities from department stores. Remember how you howl about it and resolve your heads off in these association meetings, and then, if you have the moral courage, think of the editor of the local paper in your town, and try to figure out how he feels and where justice comes in when you literally 'stick it into him,' and do not give him the support for his proposition that you ask for your own.

"Be careful. There is no alley so long but that has its ash barrel, and there is no knock so powerful or subtle but that reacts. Get together. Take the editor into your midst. Give him the place he has earned and which is justly his. Do yourself a favor and keep up your end by supporting the local newspaper, and support it for all you are worth."

ST. PAUL IS THANKFUL.

Office of Consolidated Publicity Bureau.

October 13, 1908.

Mr. B. B. Herbert, care National Printer-Journalist, 1319 Ravenswood Park, Chicago.

My Dear Mr. Herbert:—I want to thank you for the very many courtesies that St. Paul has received at the hands of the National Printer-Journalist and tell you how much we appreciate what you have done. If there is anything I can do for you in this territory at any time, I trust you will not fail to advise me.

Yours truly, Curtis L. Mosher,
Manager.

HELPING PRINTERS TO PROSPERITY

LAST month, we sent out a letter to a number of manufacturers, asking them to state what their several establishments were accomplishing for the good of publishers and printers, and to help on improvement and the promised prosperity. The replies of engravers and type manufacturers were published in our December issue. These showed not only what the engravers and typefounders were doing, but were useful and inspiring in that they pointed the ways to secure an increase of business and to reach higher attainments, and better and more artistic results. Other contributions to symposium follow:

THE WHITLOCK PRINTING PRESS MANUFACTURING COMPANY.

Derby, Conn., November 28, 1908.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Dear Sir:—To yours of the 14th inst. re., brief article on our printing machienry.

Speaking of Whitlock printing presses and how they "Are of advantage to the Printing Craft?"

To give a dissertation on their merits, while cogent in its value to the Craftsman looking for results, would be to enter upon detailed descriptions of a more or less technical nature outside the confines of this article.

The printing press is not often considered as a machine tool in the same category, for instance, as planers, lathes, milling, precision and other machinery used in its construction. Nevertheless it should be a machine built to give an output in the printing plant co-equal with the best practice in engineering construction and as such considered and developed to give the maximum results within its field and capacity.

Whitlock presses have their specific and valuable features to the end that they shall meet the demands upon them.

The continuous rim cylinder co-acting with the box type bed,—by the way—the nearest approach to ideal construction in this respect, and controlled by the Whitlock Co.—give a combination not found in any other press so well adapted for uniform and strong impressional qualities, and this, in conjunction with the peculiar yet simple impression mechanism, is unsurpassed.

Interchangeable composition rollers, automatic form roller lift when distributor rollers are raised, positively driven plate distributor rollers with self locking vibrators, tipping fountain for using ink to its smallest quantity, the pin latch fountain feed adjustment, give the best distribution, with facilities for easy manipulation, obtainable.

Quick lift feed gages, accurate, safety and quiet gripper action, wide opening and adjustable blanket clamps, self locking reel rod pawls—open or closed—the power backup, all add to the features by which the press is gotten ready and insure its register. In structural strength and functional operations of its concomitant parts the Whitlock press is constructed as a machine tool.

You ask "How these various features are of advantage to the Printing Craft?" The answer: The Whitlock press is built as a manufacturing machine and to the end that it will serve in its sphere to the same extent that the machine tools employed in its production are bought to give the best returns for the investment.

Yours very truly,
The Whitlock Printing Press Mfg. Co.,
W. S. Huson, Gen. Supt.

HOW THE CHALLENGE MACHINERY COMPANY SERVES THE INTERESTS OF THE CRAFT.

The Challenge Machinery Co., at its factory in Grand Haven, Mich., keeps a corps of men constantly employed on new machinery and improvements. Sometimes it is a new machine involving an entirely original idea; again, it is merely a minor part, which can be brought up to increased efficiency. Every expressed want of the printer means to this force of men a possibility of bettering the Challenge product or evolving some valuable new device.

This Company is ever alive to opportunities for bettering its service also. As an example of this, for some time considerable difficulty was experienced in securing castings promptly. To overcome this, prevent delay and consequent disappointment to customers, and also to secure the highest possible grade of castings, a modern foundry has recently been built. This contains upwards of 14,500 feet of floor space, and is equipped with all up-to-date appliances for the production of high grade work.

Every want of the printer, expressed to us, means a possibility of bettering our product or evolving some new and valuable device.

The Challenge Machinery Co., Catalogue, from cover to cover, is made up of machines and devices which are distinctly helpful to the printer and which form decided advances over other machines designed for the same work. To prepare an article on what the C. M. Co. is doing for printers and publishers would be to explain the merits of each machine in our catalogue.

The Stonemetz Two-Revolution Press, for example, combines in a marked degree, simplicity of construction, ease of operation and a high class of product. Owing to its simplicity and small number of parts it is sold at a price which places it within easy reach of the smaller offices and also places its operation within the capability of a pressman who could not successfully handle the more complicated machines. Surely, this is a step upward.

The old style Gordon press has received most of its improvements in the Challenge factory. The removable cam roller, the large one-piece ink disc, the reinforced counterbalanced platen, equalized platen lock, locomotive type connecting rods, direct throw-off and many minor advantages originated in and are still exclusive features of the Challenge Gordon Job Press. The Challenge Patented Fountains are also material aids to better job work.

For the country newspaper with comparatively small circulation, the Diamond Cylinder Press has done wonders. It has made possible the printing of a fine appearing paper at a good rate of speed. The Diamond Press is so low in price that practically any printing office can secure one. It is astonishing how many users who install the Diamond report such an increase of business within a few months as to necessitate the purchase of a still more rapid and expensive machine.

The Advance Lever Cutter embodies the reinforced curved lever, which does away with stooping to the floor to make a cut, and enables one man to do what formerly required the strength of two. The "Easily Squared" back guage and the gibs and set screws in the frame are guarantees of accuracy, while the side guages, back and front, on both sides are not only very convenient, but they are a decided saving in knife wear. They enable the operator to use either end of the knife with equal facility. The massive center bed brace is helpful, holding the bed absolutely rigid under clamp and knife. The Pony Advance is made with as much care as its larger brother. Advance and Challenge Power Cutters are equally well known, and are constructed with a view to securing the maximum efficiency with a minimum number of parts.

The Mercantile Addressing Machine embodies a rapid, simple, effective machine which prints a high grade address from any size or style of type directly on the piece of matter to be sent out. It is the only machine which has such a wide range of usefulness, using with equal facility founders type or linotype slugs and yielding from 2,000 to 3,000 perfect addresses per hour in the hands of an office boy at an approximate cost of five cents per thousand.

The Challenge Machinery Co. is a pioneer in the field of patent blocks for plate mounting, and register hooks. The Expansion System of Printer's Blocks is known all over the world. The use of this system not only adds materially to the profit of printing from plates, but the use of rigid steel bases, and register hooks of the most minute accuracy of adjustment, make possible far better work than could be secured from wooden blocks.

The Hoerner Combination Shute-board and Type High Machine, for reducing cuts to type-high, correcting warped blocks, squaring edges, mitering, trimming rules etc. is a great time and labor saver for the printer. The Challenge type-high guage for determining instantly the height of plates and for setting the cylinder is also a source of much satisfaction in the press room. Challenge Labor Saving Iron Furniture has been brought to a high degree of accuracy and is rapidly supplanting the heavier and less accurate metal. The Challenge Co.'s Hempel Quoins, with their rounded corners and beveled heels and points need no introduction. The Challenge Galleys offer the printer a wide range of values suitable for any need and purpose from the very low priced dependable Galvano Steel Galley for storage, to the Challenge All-Brass Galley, representing the highest type of galley construction. The machines in this department are all especially constructed for work on these galleys.

The McGreal Combination Printers' Chase is an article recently added to our line and one which printers generally should include in their equipment. The advantages of several steel chases of varying size, one convertible into another, is apparent.

Our lead and slug department is one of the largest in the country, turning out immense quantities of accurate leads, slugs and metal furniture. Like the Galley Department, the Lead and Slug Department uses a great deal of special machinery.

There are a number of other articles of minor importance manufactured by the Challenge Machinery Co., and many of these articles have contributed materially to the advancement of the printing art. Every day sees new models, new machines, new devices brought up for consideration and tested out. Competent printers are employed whose duty it is to put to a practical test every machine turned out; also to carry on experiments to determine the value of new machines and devices. No machine or device is put on the market until it has been carefully thought over, tested, and pronounced good; and those things which we do make show the influence of our shop motto which may be seen hanging on every wall—"Quality First."

CHALLENGE MACHINERY CO.

CANNOT GET ALONG WITHOUT IT.

GAYLORD, MINN.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Illinois.

DEAR SIR:—I am enclosing herewith, draft for $2 in payment for subscription to the PRINTER-JOURNALIST. Can not very well get along without the N. P.-J. Consider it the best in its class. I am, Fraternally yours,

CHAS. WALLIN.

THE IMPORTANCE OF PAPER

THE past score of years have witnessed many advanced methods in graphic art production and the result is a healthy improvement in its qaulity.

Two powers are chiefly responsible for this condition,—the manufacturers of paper, and of printing materials vieing with each other on the one hand and the ambitious advertiser on the other. Paper, no one will dispute, is the fundamental requisite to a successful piece of printing. Hence, the greatest care and thought should be exercised in its choice. To produce a certain desired effect, no matter how lavish the expenditure for plates and composition, the foundation of your echeme, *paper*, must essentially be of the proper kind, in perfect harmony and susceptible in the greatest degree to the intended treatment, otherwise the result will be disappointment.

On the average, paper stock represents one-half of the total cost of a printed job and too frequently, an unappreciative advertiser in his attempt to bring down the cost, no matter how little, unwisely substitutes an inferior quality of paper and is satisfied that he has accomplished a a saving which the printer very often, because of competitive circumstances, is compelled to accept.

However, it is reasonable to conclude that cases of this kind will be very remote in the near future when firms who are competing in the quality of their merchandise will be forced also to improve the character of their literature.

The enormous increase in the consumption of Coated Book Paper tends to indicate the rapid growth of the halftone process for illustrations. On coated papers, the screens most generally used are 133 and 150 line. On long runs where speed is important, 133 line screen plates will give best results and there is less tendency to "fill up." However, it is safe to run 150 and 175 line cuts on medium and heavy weight papers where the run will be from originals. The stock can now be had in white and all tints permitting almost any effect.

S. & S. C. and Machine Finish Papers are most generally used for catalog and circular printing. The coarser screen halftones, wood and zinc line cuts should be employed for illustrations. Antique and Linen Finish Papers are especially suitable for Brochure and Announcement printing. By modern mechanical means, it is possible to closely imitate the beautiful hand-made papers which heretofore have been too expensive for most purposes.

In the sampling of the multitude of "Butler Brands," the printers' and advertisers' interests have been seriously considered. Specimens of the various stocks are printed up so as to suggest appropriate combinations of type, color and stock and to practically demonstrate the print-

FIG. I.
Printed Specimen of Book Paper intended to assist the Printer in selecting Stock and to suggest Style. Issued by J. W. Butler Paper Co., Chicago.

FIG. II.
A group of beautiful Cover Paper Samples designed to help the Printer and his Customer in the choice of Stock. Originals show interesting color harmonies. Issued by J. W. Butler Paper Co., Chicago.

ing qualities of each paper by using the kind of plates, etc., which show up to best advantage. The accompanying illustrations suggest interesting and original treatments.

Fig. I. comprises a handsome collection of tests on Book Papers which are for submission to the printer and his customer.

Fig. II. is a group of attractive, "Fine Cover Papers," beautifully printed in the colors which are most harmonious and illustrate some attractive effects which are possible.

Fig. III. illustrates a very interesting specimen book, treating on the subject of Modern Business Stationery, giving hints in the selection of stock and showing actual Letter Heads and Envelopes to match, printed, lithographed, die-stamped and embossed. In the main, it is an exemplification of the quality of "Brother Jonathan Bond" intended to convince the most skeptical of the wisdom of its choice for business stationery.

Such samples as these are invaluable to the printer, because they eliminate all guess work as to what can be accomplished on the different papers, and they serve to influence the buyer of printing towards quality rather than price.

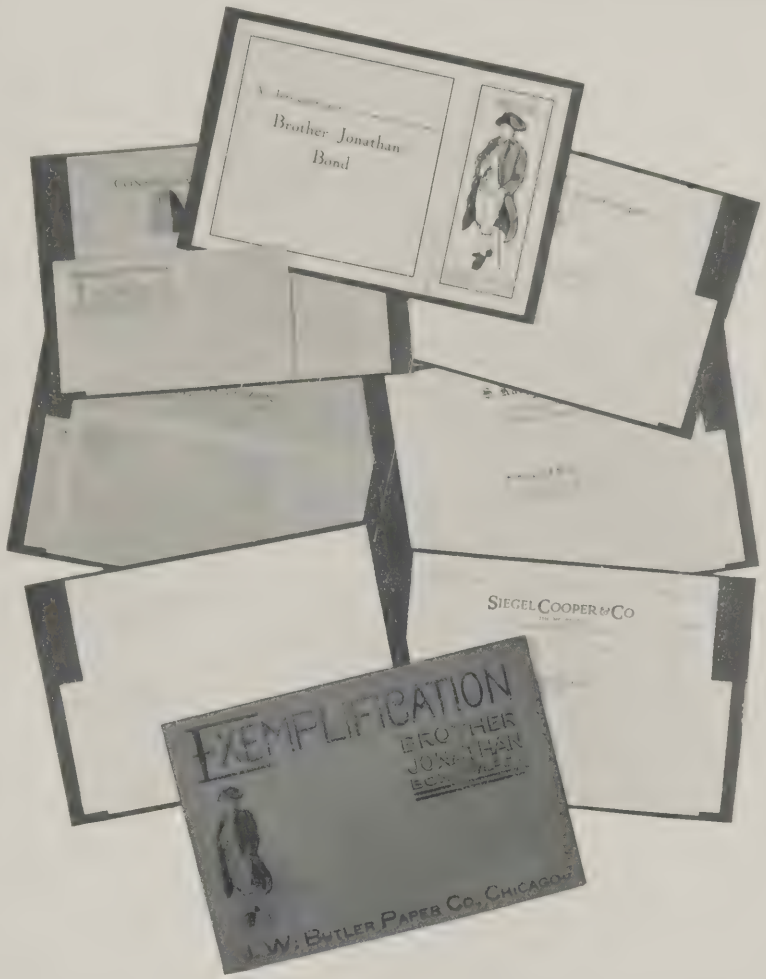


Fig. III.
Portions of a recent issue sent out by J. W. Butler Paper Co., Chicago, which is a splendid showing of Business Stationery, giving valuable hints to users of Bond Paper.

E. A. Julius, Adv. Mgr.,
J. W. Butler Paper Co.

WISCONSIN UNIVERSITY HAS THREE PRESS CLUBS.

UNUSUAL ACTIVITY AMONG STUDENTS INTERESTED IN JOURNALISM.

Madison, Wis., Dec. 21.—The students preparing for newspaper work at the University of Wisconsin are now maintaining three press clubs. The University Press Club, organized in 1892, consists of the men interetsed in newspaper work. This year a Woman's Press Club has been organized, with a membership of forty. Twenty-five students of the college of agriculture, under the direction of Mr. J. C. Marquis, editor of the agricultural publications, and for a number of years connected with the editorial staff of the Orange Judd farm papers, have organized an Agricultural Press Club, with the following officers: President, Louis Nelson, '09, Eau Claire; Vice-president, '10, Lowell; Secretary-Treasurer, Arthur C. Baer, '09, West Bend; Librarian, William C. Lassetter, '09, Villa Rica, Ga.

Madison and Varsity Scribes Dine.

At the first of a series of informal monthly dinners given by the University Press Club, the members of the Madison Press Club were guests. Plates were laid for thirty-five at the Wayside Inn. Dr. Reuben Goldthwaites, the author, opened the program of after-dinner speaking with an account of his experiences in pioneer newspaper days at Oshkosh. The other speakers were A. O. Barton, managing editor of the *Wisconsin State Journal;* Col. C. K. Lush, novelist; H. E. Legler, formerly of the Milwaukee *Sentinel;* W. G. Bleyer, in charge of the courses preparatory to journalism in the University; J.C. Marquis, editor of the University agricultural publications; W. J. Goldschmidt, managing editor of the *Daily Cardinal,* the president of the University Club, presided and acted as toastmaster.

Elliott Flower Addresses Newspaper Girls.

Elliott Flower addressed the second bi-weekly meeting of the Woman's Press Club, Thursday night, on the subject, "Getting on in Newspaper Work." He gave an interesting account of some personal experiences in newspaper work in Chicago, and spoke of the value of the reporter's training as preparation for magazine writing. R. R. Hiestand, city editor of the *Wisconsin State Journal,* gave an informal talk on, "The Christmas Feature Story," illustrating his sub-

ject with a number of well-written stories taken from metropolitan papers.

HAPGOOD ADDRESSES NEWSPAPER CLASS.

Norman Hapgood, editor of *Collier's Weekly,* gave the second of the series of special lectures by well-known newspaper and magazine editors, to the students in the courses preparatory to journalism at the University. Mr. Hapgood took as his subject, "Some Principles of Present-Day Journalism," and discussed the value of muck-raking and the literature of exposure, the influence of yellow journalism, press bureaus, the purchased press, and the place of college trained men in newspaper work.

CRITICISING LETTER FROM UNION MAN, WITH ANSWER

COUNCIL BLUFFS, IOWA, December 9, 1908.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—Today the November number of the P.-J. accidentally came into my hands, and the first portion which attracted my attention was pages 749 and 750, which I enclose herewith.

In my estimation these two pages form the best argument that could be formulated by a person or publication which can only see good in combinations of business men, or capital, and wrong in defensive organization on the part of the laboring man.

As the general purpose or aim of the P.-J., as I gathered from the high places which I struck while dodging the typographical errors from cover to cover, appears to be to "boost" non-unionism while delivering more or less effective jabs at organized labor, it occurred to me that it would not be a bad idea for the P.-J. to sub-let its proofreading job to a competent union proofreader.

It is a dead moral certainty that if my work showed up such a proportionate number of errors daily, about the third day would find me looking for a job among the "free and independents." I will state here that I am proofreader on a daily paper—an office manned from cellar to garret with *union men,* who are turning out first-class work, to the satisfaction and with the utmost good will of the proprietors.

Seriously speaking, don't you think the enclosed pages are decidedly "punk" to appear in a publication which is supposed to represent *the best* in the printing business, setting itself up as an authority in matters pertaining to the mechanical part especially?

In my experience in the printing business, which has extended over twenty-seven years, I never saw as highly developed specimen of inefficiency as the bit of proofreading in question. Union membership would never force such a man onto an employer. It could not. His own inefficiency would preclude making good, even in the hurried work of a daily paper, and, like water finding its own level, unable to hold a situation where the "goods must be delivered," he would gradually drift into positions where loose methods, catch-as-catch-can pay and men of his own ability are generally to be found in non-union offices, where the "free and independent" delivers all the work his employer can get out of him, during the longest stretch of hours he will stand for, and for whatever wage he may be able to embezzle his employer out of.

Re-write the article in question, using the caption, "How Can We Secure Competent Proofreaders?"

Very truly yours,

U. G. Cox,

Secretary B. C. T. U., No. 203.

2550 Ave. B., Council Bluffs, Iowa.

THE ANSWER.

Mr. U. G. Cox, Secretary B. C. T. U., No. 203, Council Bluffs, Iowa.

DEAR SIR:—You are unfortunate in not having formed the acquaintance of the NATIONAL PRINTER-JOURNALIST earlier and more thoroughly. It is, however, a matter for congratulation that "the November number of the P.-J. accidentally came into your hands." It contains much by which you can profit. The paper is published to give information and inculcate right principles rather than to serve as an example for proofreaders, though this is no reason why the typography should not be correct. I have known sticklers for forms and ceremonies, who could miss all the lessons of a great sermon because the priest's vestments were not of the prescribed pattern or were incorrectly arranged. There are proofreaders who become cranky over typographical errors. Your criticisms of the bad typography are correct and deserved, but your conclusions are all erroneous and evidently are to be charged up to prejudice and lack of broadness of view and of information. You could have found nothing in the issue of the NATIONAL PRINTER-JOURNALIST, to which you refer, or in any other issue of the publication, that would justify the statement "that these two pages form the best argument that could be formulated by a person or publication which can only see good in combinations of business men or capital, and wrong in the defensive organization on the part of the laboring man." You probably have not said in this what you have meant, for it is hard to see what a number of typographical errors has to do with the forming the best or any other kind of an argument by a person or publication. You do not say what the argument is, or what it is about or what is its object. You may have in all the words properly spelled, but your sentence is involved, obscure and meaningless, except by inference. Your statement is false in which you undertake to say, "As the general purpose or aim of the P.-J., as I gathered from the high places which I struck while dodging the typographical errors from cover to cover, appears to be to 'boost" non-unionism while delivering more or less effective jabs at organized labor," etc.

There was nothing in that issue of the NATIONAL PRINTER-JOURNALIST that could suggest or justify any such an inference or conclusion, though that a competent compositor and competent proofreader, whether union or non-union, were both much needed, is an easy guess. I am glad to know that you are so competent a "proofreader on a daily paper—an office manned from cellar to garret with *union men,* who are turning out first-class work to the satisfaction and with the utmost good will of the proprietors." You are fortunate and so are the proprietors. Another evidence that you have been born under a lucky star, is contained in this further declaration, "In my experience in the printing business, which has extended over twenty-seven years, I never saw so highly developed a specimen of inefficiency as the bit of proofreading in question. Union membership would never force such a man onto an employer." Well, if you "never saw" "as highly developed specimen of inefficiency," then you "never saw" the one that you presume to criticise. But let that go. I have conducted union offices in both Indianapolis and Chicago, and my experience has been that men that the unions were able to supply were noted for inefficincy, among other undesirable things.

The fact is, that efficient, reliable workmen, whether union or non-union, have steady employment and they are difficult to secure when men are wanted. Obviously, the union assumes no responsibility for its members. It only makes demands. In some other countries trade guilds go bond for the efficiency and integrity of their members, and bind themselves to make good for any loss arising from their incompetence or defalcations. In this free America, the union de-

mands that you shall employ no other than union men at the risk of being declared unfair or suffering a boycott. They do not even permit employers to be represented, as was once the case, by their own foremen. The union foreman must do the hiring and the discharging of the men, and if he discharges a man in good standing in the union, however proper or urgent he may have deemed such discharge, he is liable to be called to account, to be fined, and even to have his card taken away. If the employer keeps the foreman after he has been dismissed from the union, for doing what he considered his duty, he is liable to suffer a strike and a boycott. Luckily, union men are generally too intelligent to try rigidly to enforce their rules in these regards. But unionism, as it exists today—though there is a more enlightened condition now and a vast improvement in practice—is a selfish, one-sided system of petty tyranny instead of being, as you say, "a defensive organization on the part of the laboring man." When unions were first started in this country, employers were taken into the organizations and their counsels sought and respected. The employers and the employes, who are really fellow-workers, with mutual interests—the employer putting in his own work and his accumulated wages that he has saved up by economy and thrift, together with his credit which he has earned by his integrity, frugality and ability. There are no trusts or combinations in the printing business, and if they ever do exist it will be because of the oppressive demands and the selfish tyranny of spurious unionism. The fact is that the employers' organized to resist the oppressive demands of an aggressive, spurious unionism, and did not exist until it was felt absolutely necessary to organize. I wish to say, in order to show how unjust you have been in your conclusions, that everyone of the several men employed in the mechanical production of the issue of the NATIONAL PRINTER-JOURNALIST, which you justly criticise, are members of the Typographical Union. The composition was done in a Linotype office owned, conducted and operated by a union man. He was so loyal to the union that he struck for the eight-hour day and being out of work, came to me and sought my aid and on my promise to give him my work, bought his first Linotype machine. He has done my work for over three years and has so prospered that he has bought a second machine. He gets his check for his work whenever he presents his bill. I have been in the printing business thirty-five years and there never has been any "catch-as-catch-can-pay" in my office. I have never passed a pay-roll for a day or an hour, yet, though, at one time in 1893, I had to mortgage my home to pay my men, owing in part to the financial crash and in part to the dishonor of the union men I then employed, though I was paying five of them above the union scale. I had a union office. Possibly I have been unfortunate above others in my experiences, but in October, 1892, I was nearly killed in an elevator accident and was unable to be at my office for nearly six months. I had directed that men, who had been recommended for their ability, be paid from two to four dollars a week above the scale. I got back to my office just before the financial crash on May 1st, 1893, and I found that the business had been losing money, and an investigation showed that instead of these men appreciating my liberality, they had come to look upon me as "an easy mark," and one of them afterwards voluntarily confessed that a number of them would go out nights on drinking bouts with the foreman, and then hunt him up in the morning and fill him up with black coffee, so that he could stand around in a dazed condition and draw his pay while they soldiered at my expense. He was the foreman in the composing room and got $25 a week when the scale was only $21 or $21.50. Largely through trying to conduct a union office in Chicago and be liberal, I lost some $18,000, and the men were all the time competent to have won a success, but they had been inoculated with the virus of disloyalty to employers and had been weakened morally by the drink habit, which, in days past, has been the curse of union men in our large cities, growing out of their associations and meetings at or over saloons.

I have never been one of those "*which* (or who) can only see good in combinations of business or capital and wrong in defensive organizations on the part of the laboring man." I have never been the tool or lacky of the union, of any man or set of men, and have always managed to keep in becomingly moderate circumstances financially. Like most other employing printers, I have always worked more hours than have my men and taken all the worry without growling. I have ever strenuously opposed the wrong, the graft, the low craftiness, the oppressions of spurious unionism, and of monopolistic capitalism. I have strenuously denounced attempts to stir up strife between employers and employes. I have claimed that in no sense do employing printers deserve to be treated as the enemies of those whom they employ and that they do not deserve to be distrusted, fought and despoiled. It is the damnable spirit of inhumanity and tyranny that strives to drive all who will not join the union out of work and to poverty, to the poorhouse and to death and to base claims for employment on the holding of a union card, instead of on efficiency and loyalty, that we have opposed. The kind of unionism that I oppose is that which teaches that a man who works for wages paid by an employer is any better than any one else. This cry about labor is largely from ignorance, or is pure selfishness, damnable demagogism or hypocritical cant. This effort to divide men into classes is un-American. I have commended every effort on the part of unions looking toward the betterment of laborers. I have denounced graft and overreaching greed, tyranny, oppression and wrong in so-called combinations of labor and capital with equal severity. The fact is, that both labor and capital, which is the fruit of labor, are in themselves entirely innocent and harmless and absolutely necessary, but the bad, dishonest, men back of these, who are without principle, filled with envy, greed, pride, hate, and suspicion, are the damnable sinners. Yet, it is well, if not absolutely necessary for wage earners to organize along intelligent, legitimate lines for the purpose of improvement, mutual understanding of their rights as to wages and employment, so as to enforce these and prevent ruinous competition. However, the fact should be recognized that every man, whether an employe or employer, has a right to control his own affairs without molestation or dictation, and that, as a rule, a workman will get employment whenever he shows himself efficient and useful to his employer. Neither the industrious and efficient workmen nor the honest employers should be weighted down by being compelled to worry along with inefficient, careless, indifferent, shiftless, shirking workers. It should be remembered, too, that it is not given to men to judge and condemn others, "for wherein thou judgest another, thou condemnest thyself," and associates, as you have in this case.

The compositors who set the type, the man who makes up the pages, and the editors of our three departments of "Newspaper Criticism," "More Work Through Publicity," and "Job Review," are all members of the Typographical Union, and Mr. Hanson, editor of "Job Review," showed his loyalty to unionism by leaving one of the most desirable foremanships in Chicago in the strike for the eight-hour day, though he had a wife and family of small children to support. He has not suffered, however, though he took the risk. I respect him for being loyal to his principles. I believe in the old Bible teaching as to the nobility of "the man who sweareth to his own hurt and changeth not," unless he reaches a point where he honestly changes his opinions and is convinced in his own mind, that he was wrong.

The pressmen who print the National Printer-Journalist are all members of the Pressmen's union. I respect all these men because they are faithful, honest workers. Their being members of the union never entered into my consideration.

The union man who does the N. P. J. composition, failed in correct typography on the last two issues of the National Printer-Journalist, through an effort to do a favor to another union man under whom he had worked some fifteen years ago. This man had the reputation of being one of the best union compositors in Chicago and he acted as foreman in some of the best offices, but he seems to have lost his hold, possibly he had depended more on his aggressive, loyal unionism to keep himself in employment than on efficiency. He took a course in Linotype Composition in the Union School of Typography and then went to the office of the man whom he had taught and favored as a boy, and asked the privilege of working until he "could get up speed" so as to hold a regular position. I suffered through one union man trying to show a favor to another union man, for the mistakes in the numerous lines corrected were greater than in the original proofs, and while this ought not to have been, there was haste in getting to press and the corrected lines were slipped into the pages after the forms reached the press-room, and hence the results that have caused you such a shock.

Now I want to add that, while I have found fault with the use of unionism for the doing of injustice, I fully recognize the fact that a union like a church depends more on its membership than on its rules. Even a despotism, if the ruler be wise, honorable, humane and kindly disposed to his subjects, may prove more beneficial to the subjects than a republic to its citizens. There are a great many unions in this country whose members are just, honorable men, efficient as workmen and loyal to their employment, who ask only justice, and seek to do no wrong to any one.

I presume that you are so fortunate as to be secretary of such a union. I have had occasion to praise in highest terms the daily paper at Council Bluffs, and have every reason to believe that you tell the truth as to the good qualities as to the force. You have probably judged others from the high standard of your men, but a little wider observation would convince you that I have substantial reasons for all the criticims that I have made, and that the good men have been used to support others in their evil doings that have been in some instances not only a violation of every principle of free government but a disgrace to humanity.

With sincere respect and highest regards,

Yours respectfully,

B. B. Herbert.

EXECUTIVE MEETING OF N. E. A. AT KANSAS CITY, FEB. 2d AND 3d.

Brownwood, Texas, Dec. 11, 1908.

National Printer-Journalist, Chicago.

The Executive Committee of the National Editorial Association is called to meet at the Baltimore Hotel, Kansas City, Mo., Tuesday and Wednesday, February 2nd and 3rd, 1909. The first session will be held at 10 o'clock the morning of February 2nd. The afternoon of that day the entire party will take a special train for Topeka, Kansas, where the afternoon and night will be spent as the guests of the Kansas Editorial Association, which will then be in session at Topeka, and of the citizens of Topeka. Several members of the committee will take part in the afternoon program of the Kansas Association. At night a banquet will be given the Kansas Editors, the members of the Executive Committee and the ladies accompanying them in the newly completed $150,000 Topeka *Daily Capital* building. This will partake of the nature of a "house warming" for the new building. The next morning the party will return to Kansas City to conclude the business of the Committee. Mr. Sheridan Ploughe, writes that from the time the party leaves Kansas City until it is safely returned there, we are to be the guests of Kansas and that nothing shall be left undone that will add to our pleasure. At Kansas City the entertainment will depend largely on the weather, but will likely consist of a trolley trip to Leavenworth, a reception at the home of Col. Nelson, of the Kansas *City Star* and a theater party. Those who have ever been the guests of Kansas City need not be told that its hospitality is unbounded and that we will have all the entertainment for which we have time.

There are many important things to come before the committee. At the St. Paul meeting the Association authorized the committee to change the place of meeting to Toledo or some other place if entirely satisfactory arrangements could not be made to get to Seattle and for our entertainment there and following the meeting. It now looks like it may be necessary to change the meeting place. Suggestions will also be offered for increasing the attendance at the next meeting. The business affairs of the Association need the attention of every member of the Executive Committee and we hope to have every one there.

Will H. Mayes, President,
W. F. Parrott, Cor. Secretary.

ALL AROUND EXCELLENCE

Denver, Colo., Dec. 16, 1908.

Mr. B. B. Herbert, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Gentlemen:—We wish to compliment you on the all around excellence of your Christmas number. The writer's experience has been such that he does not value himself, and consequently does not dispense any hot air, but this number was truly interesting and instructive to any man directly or indirectly connected with any of the allied industries having to do with the art preservative.

We would like to ask you incidentally what you think of the *Lariat*, from which we note you have kindly reproduced one of our little stunts.

Again thanking you for past favors and courtesies, and awaiting your further commands, we beg to remain,

Yours very truly,

The Williamson-Haffner Co.,

Per F. D. Zimmerman, alias "Tim," Mgr. Art & Eng. Dept.

A PRINTER PLEASED

Adel, Iowa, November 28, 1908.

Mr. B. B. Herbert, Chicago, Ill.

Dear Sir:—For the past five years I have been a union printer, though I am now holding an honorable withdrawal card. I have seriously studied this question on both sides, but was really all the time on the fence. Your reply to Mr. O. G. Wood of Butte, Mont., was certainly fine. You brought out some of the best points I ever heard of or read. I want to tell you, I appreciate that letter and am glad you printed it in full. I have often taken note of your being on the other side and often wondered why it was that Mr. Copper, whom I worked with in the West, had a department with you. I have read your article a second time and only wish every union man could read it—it's certainly *fine*.

Fraternally, Van V. Boyce.

LAW OF LIBEL

(Concluded from December Issue.)

In Balch's case a printed article making grave charges against the character of a candidate for county attorney was circulated among the voters of the county previous to the election. In the opinion holding the occasion to be privileged the court said:

"If the supposed libelous article was circulated only among the voters of Chase county, and only for the purpose of giving what the defendants believed to be truthful information, and only for the purpose of enabling such voters to cast their ballots more intelligently, and the whole thing was done in good faith, we think the article was privileged and the defendants should have been acquitted, although the principal matters contained in the article were untrue in fact and derogatory to the character of the prosecuting witness * * * *

"Generally, we think a person may in good faith publish whatever he may honestly believe to be true, and essential to the protection of his own interests or the interests of the person or persons to whom he makes the publication, without committing any public offense, although what he publishes may be injurious to the character of others. And we further think that every voter is interested in electing to office none but persons of good moral character, and such only as are reasonably qualified to perform the duties of the office. This applies with great force to the election of county attorneys."

Substantially the same doctrine is the basis of the following decisions: Mott vs. Dawson, 46 Ia., 533; Bays vs. Hunt, 60 Ia., 251; Marks vs. Baker, 28 Minn., 162; the State vs. Burnham, 9. N. H., 34; Palmer vs. Concord, 48 N. H., 211; Carpenter vs. Bailey, 53 N. H., 590; Briggs vs. Garrett, 111 Pa. st. 404; Press Co., vs. Stewart, 119 Pa. st. 584; Jackson vs. Pittsburg Times, 152 Pa. st. 406; Myers vs. Longstaff, 14 S. D., 98; Express Printing Co., vs. Copeland, 64 Tex., 354; Shurtleff vs. Stevens, 51 Vt., 501; Posnett vs. Marble, 62 Vt. 481; O'Rourke vs. Publishing Co., 89 Me., 310; Crane vs. Waters, 10 Fed. 619.

The plaintiff asks that the decisions of this court quoted above be overruled and that they be supplanted by one which shall express the narrow conception of the law of privilege held by the majority of the courts.

Kirkpatrick's case was decided in 1881 and Balch's case in 1884. The Redgate decision is almost ten years old. A quarter of a century has elapsed since the doctrine of those cases was promulgated and the legislature, coming directly from the people year after year, has not seen fit to make any modification to it. Surely in that length of time, and in view of the repetition of the error if any were committed, some legislative action would have been taken to safeguard the reputations of our citizens if they were unduly imperiled by those decisions. The fact that so many courts of this country, all of high character, of great learning and ability, and all equally interested in correctly solving the problems of free government, differ from us, makes us pause; but a reversal of policy and the overturning of what has been so long as settled law would be tantamount, under the circumstances, to legislation. Such a step ought not to be urged upon the court except for conclusive reasons. What are the reasons supporting the majority rule?

The decision most freely quoted since it was rendered in 1893 and chiefly relied upon by the plaintiff here, is that of the United States circuit court of appeals for the sixth circuit in the case of the Post Pub. Co., vs. Hallam, 16 U. S. App. 613 (8 C. C. A. 201, 59 Fed. 530.) Counsel in the case had argued from the duty of newspapers to keep the public informed concerning those who are seeking their suffrages and confidence and had asked if it were possible that the privilege allowed in discussing the character of public servants should be less than that which protects defamatory statements made concerning a private servant. The opinion states this argument and then proceeds as follows:

"The existence and extent of privilege in communications are determined by balancing the needs and good of society against the right of an individual to enjoy a good reputation when he has done nothing which ought to injure it. The privilege should always cease where the sacrifice of the individual right becomes so great that the public good to be derived from it is outweighed. Where conditional privilege is extended to cover a statement of disgraceful fact to a master concerning a servant or one applying for service, the privilege covers a bona fide statement on reasonable grounds to the master only, and the injury done to the servant's reputation is with the master only. This is the extent of the sacrifice which the rule compels the servant to suffer in what was thought to be, when the rule became law, a most important interest to society. But, if the privilege is to extend to cases like that at bar, then a man who offers himself as a candidate must submit uncomplainingly to the loss of his reputation, not with a single person or a small class of persons, but with every member of the public, whenever an untrue charge of disgraceful conduct is made against him, if only his accuser honestly believes the charge upon reasonable ground. We think that not only is such a sacrifice not required of every one who consents to become a candidate for office, but that to sanction such a doctrine would do the public more harm than good. We are aware that public officers and candidates for public office are often corrupt, when it is impossible to make legal proof thereof, and of course it would be well if the public could be given to know, in such a case, what lies hidden by concealment and perjury from judicial investigation. But the danger that honorable and worthy men may be driven from politics and public service by allowing too great latitude in attacks upon their character outweighs any benefit that might occasionally accrue to the public from charges of corruption that are true in fact, but are incapable of legal proof. The freedom of the press is not in danger from the enforcement of the rule we uphold. No one reading the newspaper of the present day can be impressed with the idea that statements of fact concerning public men, and charges against them, are unduly guarded or restricted; and yet the rule complained of is the law in many of the states of the union and in England."

Here, the rule by which privilege is to be measured, is correctly stated, as in Watson vs. Walter, the balance of public good against private hurt. The argument of counsel is then answered and the statement is made that a candidate ought not to suffer a loss in reputation with the whole public for the public good. That is the question to be decided and not a reason why it should be so decided. Then the sole reason for the decision is stated—that honorable and worthy men will be driven from politics. Then the consequences of the decision are commented upon: Freedom of the press will not be endangered—an assertion—as shown by the manner in which public men are handled by the press at the present time—an appeal to experience for proof.

The single reason upon which the Hallam decision is based is also in the nature of a prediction, and is not new. It was advanced in this country in 1808 by Chief Justice Parsons (Commonwealth v. Clapp, 4 Mass. 163) and by Chancellor Walworth in 1829 in the case of King v. Root, 4 Wend. 114. Speaking in opposition to the liberal doctrine the chancellor said:

"It is however insisted that this libel was a privileged communication. If so, the defendants were under no obligation to prove the truth of the charge; and the party libeled had no right to recover unless he established malice in fact, or showed that the editors knew the charge to be false. The effect of such a doctrine would be deplorable. Instead of protecting it would destroy the freedom of the press, if it were understood that an editor could publish what he pleased against candidates for office, without being answerable for the truth of such publications. No honest man could afford to be an editor, and no man, who had any character to lose would be a candidate for office under such a construction of the law of libel. The only safe rule to adopt in such cases is, to permit editors to publish what they please in relation to the character and qualifications of candidates for office, but holding them responsible for the truth of what they publish."

These predictions call to mind that of Lord Thurlow who, when protesting against the passage of the Fox libel act, said it would result in "the confusion and destruction of the law of England," (May Const. History of England, Vol. 2, p. 122.) The actual results of the struggle ending in the enactment of that law are stated by the author cited as follows:

"* * * The press was brought into closer relations with the state. Its functions were elevated, and its responsibilities increased. Statesmen now had audience of the people. They could justify their own acts to the world. The falsehoods and misrepresentations of the press were exposed. Rulers and their critics were brought face to face, before the tribunal of public opinion. The sphere of the press was widely extended. Not writers only, but the first minds of the age,—men ablest in council and debate,—were daily contributing to the instruction of their countrymen. Newspapers promptly met the new requirements of their position. Several were established during this period, whose high reputation and influence have survived to our own time; and by fullness and

rapidity of intelligence, frequency of publication, and literary ability, proved themselves worthy of their honorable mission to instruct the people."

In opposition to the high authority of King vs. Root and the Hallam case may be placed Thomas M. Cooley, who must be reckoned with in the discussion of any question upon which he has deliberately expressed himself. Commenting on the foregoing quotation from King vs. Root, he says:

"Notwithstanding the deplorable consequences here predicted from too great license to the press, it is matter of daily observation that the press, in its comments upon public events and public men, proceeds in all respect as though it were privileged; public opinion would not sanction prosecutions by candidates for office for publications amounting to technical libels, but which were nevertheless published without malice in fact; and the man who has a 'character to lose' presents himself for the suffrages of his fellow citizens in the full reliance that detraction by the public press will be corrected through the same instrumentality, and that unmerited abuse will react on the public opinion in his favor. Meantime the press is gradually becoming more just, liberal and dignified in its dealings with political opponents, and vituperation is much less common, reckless and bitter now than it was at the beginning of the century, when repression was more often resorted to as a remedy." (Const. Lim. 7th ed. 644n.)

This statement of the results of Judge Cooley's observation is in full accord with our own local experience. Without speaking for other states in which the liberal rule applied in Balch's case prevails, it may be said that here at least men of unimpeachable character from all political parties continually present themselves as candidates in sufficient numbers to fill the public offices and manage the public institutions, and the conduct of the press is as honest, clean and free from abuse as it is in states where the narrow view of privilege obtains.

The fact that the public welfare has been promoted in England by the liberalizing the law of libel is freely acknowledged in Watson vs. Walter:

"Our view of libel has, in many respects, only gradually developed into anything like a satisfactory and settled form. The full liberty of public writers to comment on the conduct and motives of public men has only in very recent times been recognized. Comments on government, on ministers and officers of state, on members of both houses of parliament, on judges and other public functionaries, are now made every day, which half a century ago would have been the subject of actions or ex officio informations, and would have brought down fine and imprisonment on publishers and authors. Yet who can doubt that the public are gainers by the change, and that, though injustice may often be done, and though public men may often have to smart under the keen sense of wrong inflicted by hostile criticism, the nation profits by public opinion being thus freely brought to bear on the discharge of public duties?"

Since the only reason given for the rejection of the liberal rule fails it is pertinent to inquire if the consequences of the narrow rule are so innocuous as the Hallam case asserts, and in doing so it must be borne in mind that the correct rule, whatever it is, must govern in cases other than those involving candidates for office. It must apply to all officers and agents of government, municipal, state and national; to the management of all public institutions, educational, charitable and penal; to the conduct of all corporate enterprises affected with a public interest—transportation, banking, insurance—and to innumerable other subjects involving the public welfare. Will the liberty of the press be endangered if the discussion of such matters must be confined to statements of demonstrable truth and to what a jury may, ex post facto, say is "fair" criticism and comment. Will free discussion of the subjects indicated be smothered if the newspapers understand that they must respond in damages for deducing and stating a wrong conclusion of fact from strong circumstantial evidence indicating fraud, corruption or other conduct injurious to the public welfare?

The case of Atkinson vs. Detroit Free Press, 46 Mich. 341, was decided upon a question of pleading and a question of evidence. The opinion of the court did not treat the subject of privilege. Judge Cooley, however, took occasion to express himself upon the point now under consideration as follows:

"The beneficial ends to be subserved by public discussion would in large measure be defeated if dishonesty must be handled with delicacy and fraud spoken of with such circumspection and careful and deferential choice of words as to make it appear in the discussion a matter of indifference. * * * If such a discussion of a matter of public interest were prima facie an unlawful act, and the author were obliged to justify every statement by evidence of its literal truth, the liberty of public discussion would be unworthy of being named as a privilege of value. It would be better to restore the censorship of a despotism than to assume to give a liberty which can only be accepted under a responsibility that is always threatening and may at any time be ruinous. A caution in advance after despotic methods would be less objectionable than a caution in damages after in good faith the privilege had been exercised. No public discussion of important matters involving the conduct and motives of individuals could possibly be at the same time valuable and safe under the rules for which the plaintiff contends. It is a plausible suggestion that strict rules of responsibility are essential to the protection of reputation, but it is most deceptive, for every man of common discernment who observes what is taking place around him, and what influences control public opinion, cannot fail to know that reputation is best protected when the press is free. Impose shackles upon it and the protection fails when the need is greatest. Who would venture to expose a swindler or a blackmailer, or to give in detail the facts of a bank failure or other corporate defalcation if every word and sentence must be uttered with judicial calmness and impartiality as between the swindler and his victims, and every fact and inference be justified by unquestionable legal evidence? The undoubted truth is that honesty reaps the chief advantages of free discussion; and fortunately is it honesty also that is least liable to suffer serious injury when discussion incidentally affects it unjustly. * * *

"In what I say in this case I advance no new doctrines, but justify every statement of principle on approved authorities. It will be freely admitted that there are decided cases from which a different argument may be constructed, but it is affirmed that they are no longer deserving of credit if they ever were. The gradual and beneficial modification of the law of libel is shown in Wason vs. Walker, L. R. 4 Q. B. 73, and in so far as it has been modified it has been made consistent with just reason. While it is admitted that the public press is often corrupt and often reckless in dealing with private reputations, it is at the same time affirmed that the duty of its conductors to abstain from such misconduct is no plainer than is the obligation of the authorities to refuse to impose penalties when in the exercise of a just independence they make use of their columns for the exposure of public wrong-doers to public condemnation. The law, justly interpreted, is not chargeable with the inconsistency of tempting conductors of the press with a deceptive pretence of liberty, and then punishing them in damages if they act upon the assumption that the liberty is genuine."

If it be said that this argument contains an element of prophecy it may be replied that it will support the liberal rule as well as the same kind of prophecy in the Hallam case supports the narrow rule.

The Hallam case quotes the following discrimination of the two rules made by Lord Chancellor Herschel, in Davis vs. Shepstone, 11 App. Cas. 187:

"There is no doubt that the public acts of a public man may lawfully be made the subject of fair comment or criticism, not only by the press but by all members of the public. But the distinction cannot be too clearly borne in mind between comment or criticism and allegations of fact such as that disgraceful acts have been committed or discreditable language used. It is one thing to comment upon or criticise, even with severity, the acknowledged or approved acts of a public man, and quite another that he has been guilty of particular acts of misconduct."

This statement is one of education merely and furnishes no reason for a choice between the rules. It may be observed, however, that the decisions in England are in great conflict upon the question whether fair comment is a branch of the law of privilege. Only last year a writer in the Law Quarterly Review (Vol. 23, p. 97) called attention to this fact and expressed the hope that the case of Thomas vs. Bradbury, Agnew & Co., Limited, L. R. 2 K. B. 627 (1906) might be taken to the House of Lords so that the defense of fair comment might be reviewed and placed upon some logical basis. It may be observed further that the distinction between comment and statements of fact cannot always be clear to the mind. Expression of opinion and judgment frequently have all the force of statements of fact and pass by insensible gradations into declarations of fact. In England fair comment includes the inference of motives if there be foundation for the inference. (Hunter vs. Sharpe, 4 F. & F.

985; Campbell vs. Spottswoode, 3 Best & Smith, 769). In the latter case Cockburn, C. J., said:

"I think the fair position in which the law may be settled is this: that where the public conduct of a public man is open to animadversion, and the writer who is commenting upon it makes imputations in his motives which arise fairly and legitimately out of his conduct, so that a jury shall say that the criticism was not only honest but also well founded, an action is not maintainable."

This doctrine is repudiated in Hamilton vs. Eno, 81 N. Y. 116, and Negly vs. Farrow, 60 Md. 158, both cited in support of the Hallam decision. What is a charge of intoxication—an inference from conduct and appearances and therefore fair comment or the statement of a fact? What is the difference between a charge of intoxication and the following:

Having appearances which were certainly consistent with the belief that they had imbibed rather freely of the cup that inebriates. Their condition in the chapel also led one to such a conclusion."

In England this statement is fair comment. (Davis vs. Duncan, L. R. 9 C. P. 396). In New York no matter how strongly appearances and conduct may justify the inference, a charge of intoxication made against a public officer must be fully proved. (King vs. Root, 4 Wend. 114). In keeping plain the distinction between comment and statements of fact the courts of some of the states leave the law very much in the attitude of saying to the newspaper—you have full liberty of free discussion provided, however, you say nothing that counts.

The Hallam case quotes the supreme court of Ohio (Publishing Co. vs. Moloney, 500. 71; 33 N. E. 921) in opposition to the liberal doctrine as follows:

"We do not think the doctrine either sound or wholesome. In our opinion a person who enters upon a public office, or becomes a candidate for one, no more surrenders to the public his private character than he does his private property. Remedy by due course of law, for injury to each, is secured by the same constitutional guaranty, and the other is no less inviolable than the other. To hold otherwise would, in our judgment, drive reputable men from public positions, and fill their places with others having no regard for their reputation, and thus defeat the purpose of the rule contended for, and overturn the reason upon which it is sought to sustain it."

Manifestly a candidate must surrender to public scrutiny and discussion so much of his private character as affects his fitness for office, and the liberal rule requires no more. But in measuring the extent of a candidate's profert of character it should always be remembered that the people have good authority for believing that grapes do not grow on thorns nor figs on thistles. The other arguments furnished by the Ohio quotation have already been considered. The Hallam case contains nothing further worthy of note.

Another decision much approved, frequently quoted and confidently proposed for consideration by the plaintiff here, is that in the case of Upton vs. Hume, 24 or. 420. The narrow rule is stated clearly and authorities for it are cited. The only reasons urged against the rival rule are the old ones, sensitive and honorable men should eschew politics, yellow journalism would run riot, candidates would be exposed to the malignity of party strife—and this new one:

"The only safe evidence of a man's intentions are his acts, and if he accuses another of a crime, he must conclusively be presumed to have intended to injure him."

The doctrines of the common law relating to malice seem to the Delaware court, also, to be of the utmost importance in finding out what the true rule of privilege ought to be (Star Publishing Co. vs. Donahoe.—Del. —. 65 L. R. A. 980).

With all due deference to Upton vs. Hume, the remarks quoted read as if they had been written in the midst of the fog of fictions, inferences and presumptions which enshroud the law of libel. Facts and the truth never have been much in favor in that branch of the law. Its early use as a weapon and shield of caste and arbitrary power would have been impaired. Suppose a serious charge to be made. By a fiction it is presumed to be false. By a fiction malice is inferred from the fiction of falsity. By a fiction damages are assumed as the consequences of the fictions of malice and falsity. Publication only is not presumed and until recent times the offer to show the truth of the charge as having some bearing upon liability was a sacrilegious insult to this beautiful and symmetrical fabric of fiction. Then a defendant was made to suffer additional smart for venturing to obtrude the truth as a defense, if, although his proof were abundant, he barely failed, in the opinion of the jury, to make out a preponderance. It is, however, in the field of malice, where the rule stated in the quotation lies, that truth and fact are most superfluous. In the first place it is said that malice is the gist of the action for libel. This is pure fiction. It is not true. The plaintiff makes a complete case when he shows the publication of matter from which damage may be inferred. The actual fact may be that no malice exists or could be proved. Frequently libels are published with the best of motives, or perhaps mistakenly or inadvertently but with an utter absence of malice. The plaintiff recovers just the same. Therefore, "the gist of the action may be taken out of the case." This is done by another fiction. It is said that of course malice does not mean the one thing known to fact or experience to which may apply, but it is just a legal expression to denote want of legal excuse. In this state a statutory definition of libel making malice an essential ingredient, as at the common law, compels this court to say that the international publication of libelous matter implies "malice" whatever the motive in fact may be. ,The State vs. Clyne, 53 Kan. 8.) So, a fiction was invented to meet an unnecessary fiction which became troublesome, and the courts go on gravely ascending the hill for the purpose of descending, meanwhile filling the books with scholastic disquisitions, verbal subtleties and refined distinctions about malice in law, malice in fact, express malice, implied malice, etc., etc., etc. Now what is the fact? Instead of malice being the gist of the section it may come into a libel case and be of importance in two events only, to affect damages and to overcome a defense of privileges. If the occasion be absolutely privileged there can be no recovery. If it be conditionally privileged the plaintiff must prove malice, actual evil-mindedness, or fall. When it comes to this proof there is no presumption, absolute or otherwise, attaching to a charge of crime. The proof is made from an interpretation of the writing, its malignity or intemperance by showing recklessness in making the charge, pernicious activity in circulating or repeating it, its falsity, the situation and relations of the parties, the fact and circumstances surrounding the publication and by other evidence appropriate to a charge of bad motives as in other cases.

Nothing else in Upton vs. Hume requires comment and no decisions more persuasive than those discussed have been cited or have fallen under the observation of the court.

Speaking generally, it may be said that the narrow rule leaves no greater freedom for the discussion of matters of the gravest public concern than it does for the discussion of the character of a private individual. It is a matter of common experience that whatever the instructions to juries may be they do not, and the people do not, hold a newspaper publisher guilty and brand him a calumniator from an effort in good faith to discharge his moral duty to the public he oversteps that rule. In a political libel suit if a non-political jury be secured the newspaper usually gets a verdict if in the language of Balch's case "the whole thing was done in good faith." Otherwise damages are assessed. Although he adhered to the narrow rule. Sir Frederick Pollock, when Chief Baron of the Exchequer came near stating its rival when he said:

"I think it quite right that all matters that are entirely of a public nature: conduct of ministers, conduct of judges—the proceedings of all persons who are responsible to the public at large, are deemed to be public property; and that all bona fide and honest remarks upon such persons, and their conduct, may be made with perfect freedom, and without being questioned too nicely for either truth or justice." (Gathercole vs. Miall, 15 M. & W. 318.)

The liberal rule offers no protection to the unscrupulous defamer and traducer of private character. The fulminations in many of the decisions about a Telemonian shield of privilege from beneath which scurrilous newspapers may hurl the javelins of false and malicious slander against private character with impunity are beside the question. Good faith and bad faith are as easily proved in a libel case as in other branches of the law and it is an every-day issue in all of them. The history of all liberty, religious, political and economic, teaches that undue restrictions merely excite and inflame, and that social progress is best facilitated, the social welfare is best preserved and social justice is best promoted in presence of the least necessary restraint.

Aside from other reasons for adhering to it the court is of the opinion that the rule in Balch's case accords with the best practical results obtainable through the law of libel under existing conditions, that it holds the balance fair between public need and private right and that it is well

adapted to subserve all the high interests at stake—those of the individual, the press and the public.

The plaintiff argues that the defense of privilege was destroyed by the fact that copies of the defendant's newspaper circulated in other states, complains of the instructions given upon the subject and insists that the instruction offered by him should have been given. The instruction given was correct and follows the rule announced by this court in Redgate vs. Roush, 61 Kan. 480. There a matter of interest to communicants of a church was published in the church papers in Indiana, Ohio, Texas and Nebraska. It was inevitable that they should be read by people of other denominations. The syllabus reads:

"Where the publication appears to have been made in good faith and for the members of the denominations alone, the fact that it incidentally may have been brought to the attention of others than members of the church will not take away its privileged character."

This accords with the general rule stated in 25 Cyc. 387. (See also Hatch vs. Lane, 105 Mass. 394, Mertens vs. Bee Publishing Co. 5 Neb. (Unoff. 592.)

In the cases of State of Iowa vs. Haskins, 109 Ia., 656; Buckstaff vs. Hicks, 94 Wis. 34, and Sheftall vs. Central Railway Co. 123 Ga. 589, language is used from which it might be inferred that privilege will be destroyed if the communication should reach the eyes of others than persons interested. This would be the end of privilege for all newspapers having circulation and influence.

Generally, the publication must be no wider than will meet the requirements of the moral or social duty to publish. If it be designedly or unnecessarily or negligently excessive, privilege is lost. But if a state newspaper published primarily for a state constituency have a small circulation elsewhere, it is not deprived of its privilege in the discussion of matters of state-wide concern because of that fact.

The second subject propounded for consideration at the beginning of this opinion is one of practice which goes to the efficiency of the administration of the law as a means of justice. Did the special finding of the jury that the evidence does not show that the plaintiff suffered any damage from the article in the defendant's newspaper render errors regarding instructions upon other matters immaterial?

Under the constitution the appellate jurisdiction of this court is limited to the review of errors committed by the trial court from which the record comes. It cannot consider cases de novo and decide them according to its own notions of the law and evidence. It cannot take new evidence or pronounce any judgment except that the trial court did right or wrong in whole or in part. It cannot direct what judgment the trial court shall enter unless the facts be found or agreed to. It does not have the constitutional power to do generally what ought to have been done by judge and jury at the trial, and so end the litigation, and the legislature cannot, under the constitution, confer such power upon it. (In re Burnette, 73 Kan. 609.)

However, before the Territory of Kansas became a state the territorial legislature enacted the following statute:

"The court, in every stage of an action, must disregard any error or defect in the pleadings or proceedings which does not affect the substantial rights of the adverse party, and no judgment shall be reversed or affected by reason of such error or defect." (Code Civil Proc. Sec. 148, Laws 1859, p. 102.)

Before the territory became a state the territorial supreme court adopted the rule that error will not be presumed but must be affirmatively shown. (Otis vs. Jenkins, McCahon, 87.) That statute and that rule have been in force ever since. They are still in force, and have been applied in multitudes of decisions.

It would be too much to say that the spirit of the statute and of the rule has always been observed. It has been lost sight of often enough. Sometimes technicality may have been utilized in an effort to right palpable wrong. Very often it is most perplexing to determine what is substantial. But it is the constant purpose and endeavor of the court to obey the statute and to observe the rule. It must do so in this case precisely the same as if it were one small enough to hav originated before a justice of the peace.

"If it be conceded that the rules of procedure have been violated in this case the judgment cannot for that reason alone be overturned. The legislature has enjoined upon this court the duty of looking beyond defects and erros in pleadings and proceedings to ascertain if they did in fact affect the substantial rights of the party complaining of them. Fixed rules are to be observed and enforced, but not merely for the purpose of vindicating them. Harm must result from a wrong decision or it cannot be reversed." (Hopkins vs. Conley, 75 Kan. 65.)

For obvious reasons the instruction relating to privilege required consideration on its merits. It would be pure speculation to say that other instructions given which do not relate to damages led the jury to make the special findings. Damages was treated independently of all other issues and stood out as a separate and distinct branch of the case; and the court would be obliged to enter upon a "quest for error" indeed to be able to discover that the jury did not understand the question and by its answer merely meant to say that under the instructions the plaintiff had no cause of action for damages. Error must be made to appear in some affirmative way. It cannot be presumed. If the plaintiff suffered no damage, manifestly it is of no consequence whatever what valuation should be used in the purchase of bonds for the school fund, what treasury transactions are illegal, or what the law of conspiracy may be. The substantial rights of the plaintiff couud not be affected by erroneous statements of the law upon those questions.

The judgment of the district court is affirmed.

THE LINCOLN CENTENNIAL ENDOWMENT FOR LINCOLN MEMORIAL UNIVERSITY

New York, N. Y., December 12, 1908.

Dear Mr. Herbert:—I want you to go to the Editor of the *Inter-Ocean* and thank him for the best article that has been written in favor of our Lincoln Centennial Endowment Fund. I really believe if you and he can concert together the *Inter-Ocean,* which used to be my mother's paper, can succeed in raising considerable money for us. Now is the time to work, before Lincoln's birthday comes around—do you not think so? Dr. Stooksbury joins me in hearty thanks for your own effort in our behalf.

I will give you two or three items in the line of news, first, several sums ranging from five dollars to two hundred have been sent in to our account with the Lincoln Trust Company, Madison Square, A. S. Webb, Jr., Treasurer. A friend from Iowa, eighty-two years of age, has bequeathed us one thousand dollars. Another friend here in New York, whose name I would like to give, says he will be one of five hundred to pay the whole amount that we require, namely, half a million. Another says I will give a thousand dollars out and out toward the enterprise; another still said to me this morning, my thousand dollars is at your service whenever you call for it. I [Gen. Howard] have placed my land, valued at three thousand dollars, to the credit of the University. General G. M. Dodge has three thousand dollars on his subscription that will go to the same account. So you see that we have already made a good beginning and will push things until the entire fund is raised.

Very sincerely your co-worker and devoted friend,

Oliver Otis Howard.

Major-General, Etc., Secretary of the above Committee.

P. S.—One of the above thousand dollar subscriptions is from Chicago.

GOOD WISHES AND KIND WORDS.

Mr. B. B. Herbert, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:—I have read your article in regard to your visit East with a great deal of interest, as I know all of the country you visited very well indeed, and I congratulate you upon being, at your age, in such splendid condition physically and mentally (remembering your terrible accident in Chicago several years ago) that you can perform such duties as set forth in the article.

Assuring you of my hearty appreciation of your offer, and hoping that in the future I may be with you again, I am,

Yours very truly,

E. C. Fuller Co.,

E. C. Fuller, President.

NEWSPAPER ITEMS

Within a few weeks, Kalamazoo, Mich., will have another evening Republican newspaper, known as the *Evening Press*. E. N. Dingley, deposed from the *Evening Telegraph*, has completed arrangements for the establishment of the paper. He has purchased an entirely new plant. A company of local capitalists is backing him in the venture.

At a meeting of the Milwaukee Press Club, President O. E. Remey of the club was renominated for a second term. Other nominations were as follows: Vice-president, Henry F. Tyrrell; secretary, Carl Skinrod, Leonard Mayer, E. J. Williamson; treasurer, Frank Markle; board of governors, two to be elected, Charles Dean, James Fetterly, John C. Karel, A. O. Royse, C. H. Kelsey, John C. L. Schnitzler. The annual election will be held Jan. 6.

Changes are coming swiftly with the new prohibition paper, the Waukegan *Daily News*, for following the recent retirement of Lester Moody who was manager of the paper when it was started, but who was soon succeeded by Ray Dixon, president of the company, comes the announcement that the paper has a new editor. Editor Adair, who has edited the *News* since it started, left for Omaha, Neb., where he came from and after a short time there, he states he will enter newspaper work near Spokane, Wash. He is succeeded by A. B. Hindell, who, until some time ago, was connected with the Elgin, Ill., *Press*.

S. P. Hall, Jr., who has been one of the assistant sporting editors of the Chicago *Examiner* for some time past, resigned his position and accepted a similar one with the Chicago *Tribune*.

A government newspaper to chronicle events of the day and give information in regard to the work of the government is the latest innovation suggested by Miss Lutie E. Stearns, member of the Wisconsin state library commission. Miss Stearns made this suggestion before the Racine Women's Club in an address. She said: "England and Germany have papers which are official organs. If we had such a one it would be a dignified vehicle for the use of the president in getting his ideas before the public." It is interesting in this connection to remember that Richmond P. Hobson, he who was kissed, introduced a bill into congress last winter, as representative from Alabama, providing for the establishment of such an official organ. The suggestion was not taken seriously by Congress, which was inclined to regard it as another of his jokes.

John D. Dautrich has begun the publication of a newspaper at the village of Compton, Ill. The new paper is known as the *Citizen* and is a well-prepared publication, a credit to the editor and to the village where it has its home.

Hubert Burruss, who was William Jennings Bryan's private secretary in the campaign of 1896, died last week at Swea City, Iowa. For the past three years he has been editor of the Swea City *Herald*.

The advertisers' committee of the Milwaukee Merchants and Manufacturers' Association which has upward of 100 members to look after the interests of advertisers, met on the evening of Dec. 3 and discussed the following: "Resolved, That the advertisers' committee propose to the state Legislature a bill to provide that all advertising mediums accepting advertising in Wisconsin be subjected to state inspection as to circulation."

Because of the decision of the United States Supreme Court that trades unions can be sued for damages under the Sherman antitrust law, the official journal of the Amalgamated Meat Cutters and Butcher Workmen of America is to be discontinued. Homer D. Call, secretary, said the journal might contain information to the membership which could be construed as the instigation of a conspiracy against the meat packers, and that the latter could bring suit for three times the damages suffered.

Fleming P. Luce, editor of the Crawfordsville *Review* for years, was found dead in bed in Crawfordsville, Ind. Death was due to heart failure.

Over fifty of the Joliet, Ill., printers' union and a host of other friends assembled at the Auditorium last week to attend the funeral of Thomas C. Davidson, the veteran printer, who died early Monday morning. At the same time all the printing and newspaper plants in Joliet ceased operation for an hour, in honor of the decedent.

Elias Colbert and Harry Scoville ate turkey together as has been their annual Thanksgiving custom for—lo, these many years. Both these men are former editors of Chicago newspapers, having worked here in the '60's. Their dinner at Mr. Colbert's home, 2 Woodland Park, marked the seventy-fifth anniversary of the founding of the first Chicago newspaper—the Chicago *Democrat*.

Mary F. Kenney brought suit in the Superior Court, Chicago, for $25,000 damages against Elizabeth Rodgers, Julia H. McDonnell, Katherine F. Birmingham, Elizabeth McLogan, Mary E. Rayburn and Catherine Donohue, officers, former officers and members of the Women's Catholic Order of Foresters. Mrs. Kenney was expelled a year ago by the officers at the convention held in Milwaukee. At that time Mrs. Kenney was editor of the official organ of the order. She was reinstated at the convention held recently at Detroit.

Governor-Elect B. F. Carroll of Iowa, appointed Charles Nye as the governor's private secretary. Nye is a newspaper man and has been the political and State Capitol reporter of the Desmoines *Capital* for the past year. He has had long experience as a reporter and editor in several cities of the state.

La Follette's Weekly Magazine will be the name of the new publication which Senator La Follette will put out from Madison at the beginning of the new year. The name has just been decided upon.

Elgin Press club members are enthusiastic over preliminary plans being made for holding the first annual literary entertainment, to be held at Elgin opera house in February. One of the most unique programs ever presented to an Elgin audience is being arranged by the committee, of which Dr. R. C. Brophy is chairman. An auction sale of autograph letters received from notable men and women will be the initial number on the program. Invitations to the affair will be sent to leaders in the nation's affairs, including a request for their signatures, which may be sold to the highest bidders.

The Waukegan, Ill., Press Club will shortly give a banquet for the city and county officials.

In order to prevent students giving out news of athletic and other events, the Wisconsin State University has ordered that the University Press bureau be the only source of information for newspapers.

President C. R. Van Hise, of the University of Wisconsin, has scored University students who are reporting on state papers for sending out what he terms "hot stuff" concerning the University. The president told the student conference committee that these reporters should be actuated by a love for the University rather than love for money. He stated that they would never be able to get employment on reputable newspapers and would soon find themselves working at very low salaries with no prospects of advancement. It is believed that the president has taken up arms against the reporters because of the stories which have been sent out concerning the alleged student graft in the sale of freshman class caps, and because of the reports concerning the action of the athletic council in giving out its proceedings through the University press bureau.

It is practically certain that by the first of the year a democratic daily newspaper will be started in Wausau, Wis. When the *Daily Herald,* edited by R. E. Powers, was sold to the Record Publishing Company, there was but one daily newspaper in the field, the Wausau *Record-Herald,* republican in politics. The present local administration is democratic.

The only negro Catholic periodical in the United States, the *Catholic Truth,* is off the press in Milwaukee.

J. L. Sturtevant, for eighteen years editor of the Waupaca, Wis., *Post,* has sold that paper to D. F. Burnham, editor of the Waupaca *Republican,* who will consolidate the two papers under the name of the *Republican-Post.*

A company is being organized by S. Morris Minor, a well-known hotel man, to publish a monthly paper at Milwaukee devoted to the hotel business. The new publication will be issued about the middle of January, and while the Milwaukee and Wisconsin hotel fields will be thoroughly covered in the hotel paper; it will also publish matters of interest to the hotel men and the traveling public generally. Mr. Minor was for many years in the employ of the Hotel Pfister.

The Union printers have won their fight with the Iowa City, Iowa, *Republican,* which now carries the Union Label. Inability to secure non-union printers is the cause of the victory for the printers. The fight lasted two years.

"COULDN'T SEE HOW IT COULD BE IMPROVED ON."

Hon. B. B. Herbert, Chicago, Ill.

Dear Father Herbert:—The December Printer-Journalist is a fine number, can't see how it could be improved on.

With the best wishes of the season and hoping to meet you in god health at Kansas City, I am,

Yours truly, Will H. Mayes.

TRADE NOTES.

Clarence Urban has joined the sales force of the Barnhart Type Foundry, Dallas, and will cover the territory in Southern Texas. Mr. Urban has had long experience in the trade, both as a publisher and as a job printer.

James A. Wood, house salesman of Barnhart Bros. & Spindler, Chicago, recently made the acquaintance of the trade in Detroit and Cleveland, through visits of several weeks.

THE DRESDEN 1909 INTERNATIONAL PHOTOGRAPHIC EXHIBITION

Valparaiso, Ind., December 19, 1908.

Mr. B. B. Herbert, Editor National Printer-Journalist, Ravenswood, Chicago.

Dear Sir:—Will you please insert the enclosed "item" in the January issue of your valuable magazine along with your usual complete selection of good things set before your readers.

Thanking you in advance, I beg to remain,

Very truly yours,

N. S. Amstutz,
Acting Resident Commissioner.

An *International* Photographic Exhibition is to be held in Dresden, Germany, from May to October during next year. The directors have given over a separate building to the display of *Photo-Mechanical* processes and specimens. This has been placed under the exclusive direction of the Deutschen Buchwewerbevereins of Leipsig and the immediate management of Mr. Arthur Woerlein, who is Verwaltungsdirektor. In this building two separate rooms have been set aside for American exhibits of Photo-Engraving. They are 6 x 8 meters (19.68 x 26.24 feet) in size and represent a net wall space of 50 square meters, leaving a display area of 1,076.4 square feet. This space will cost but 12 marks per square meter (3.28 x 3.28 feet for $3.00). Smaller areas of one-half and one-quarter square meter can be secured at a proportionate reduction in cost. The International Association of Photo-Engravers through their president, Mr. H. C. C. Stiles of Washington, D. C., and their secretary, Mr. Frank H. Clark of Cleveland, O., have become sponsors for this entire space and they desire their own members and all others interested to send in duplicate specimens of work, not including individual advertisements of the exhibitors. These are to be marked with the title, name and address plainly typewritten on the back, flat and unframed and are to be sent, all charges prepaid, to N. S. Amstutz, Research Engineer at Valparaiso, Ind. Mr. Amstutz has been appointed Honorary Acting Commissioner by the management. He will select the specimens to be forwarded to Germany from those sent in to him.

All exhibits must be received not later than February 15th ,and it is specially urged that the specimens be sent in *at once.* The cost incidental to the gathering, forwarding, etc., of the samples as well as the space occupied will be divided pro-rata among the exhibitors. It is, of course, understood that neither Mr. Amstutz or the Association can guarantee the acceptance of any specific exhibits, the final decision resting with the management in Leipsig.

In view of the very special consideration shown the American Process Engraving craft, by setting aside the space mentioned, it is believed the members of the craft will not be slow to avail themselves of this opportunity to make a distinctive and representaive display of their products.

For further information, copies of prospectuses, etc., letters of inquiry should be sent to Mr. Amstutz at Valparaiso, Ind., who has also been appointed special representative of the Association and who, in collaboration with the officers and Captain Willis J. Wells of Chicago, has arranged the necessary details.

While the wall space reserved is only available for specimen prints, there is floor space suitable for other exhibits.

A. A. S.

All will come out in the washing. Cervantes.

Perfidy often recoils upon its author.—La Fontaine.

An ounce of wisdom is worth a pound of wit.—German.

IN its elegant Christmas issue, on December 17th, the Macon, Mo., *Times-Democrat*,—always noted as a successful, progressive paper,—makes the very "satisfactory" statement: "Our business for the year 1908 has been very satisfactory to us and still it grows."

The *Times-Democrat* is in its forty-fourth year and thriving beyond many in much newer fields. Push, systematic business management, weekly rendering of advertising accounts, with prompt collections and zeal for the community and high faith in a paper and its mission will accomplish wonders.

Now, we made the above quotation, thinking that it was the paper that made the declaration; a second look showed that we had quoted from a half page advertisement of one of the enterprising merchants of Macon. However, the right kind of paper makes enterprising advertisers, as the full and half-page advertisements in this issue fully illustrate: Nearly fourteen of the twenty large pages, including the cover, are taken up with splendidly displayed business announcements. There is an abundance of good reading matter and among the rest, the Santa Claus letters from the little folks (God bless them!) fill liberal space. There is also an extended account of the meeting of the Macon County Society, filled with historical items and appropriate addresses. One of the speakers hoped that Macon will be

"Always fronting around to the light,
Always and always facing toward the right."

Another speaker said of the press:

The editors—I have heard many good things about them. The people generally admit we have here the very best papers of any town of its size in the state. These newspapers are exercising a strong influence in moulding a healthy public sentiment, and in building up a good town. It is like the Irishman's fence, which was built three feet high and five feet wide. Along came a man who wanted to know of Mike why he built such a funny fence.

"Be jabbers," he said, "so that w'en th' win' blows it down it will be higher than it waz before!" [Laughter and applause.]

"But the circulation of our Macon papers is increasing, and we are glad. A good newspaper is like a mirror reflecting the progress and development of the people among whom it circulates. It smiles with us, sorrows with us. Our grief is its grief; our joy its joy.

"The newspaper labors incessantly to build up a good public sentiment."

This shows whence the people have drawn their enterprise, their good fellowship and inspiration.

It is the local press that makes the town, as is most forcibly emphasized in "An Appreciation of the Local Newspaper," by Welsey A. Stanger, in this issue of the NATIONAL PRINTER-JOURNALIST, that should be republished in every home paper in the United States.

A growing demand is largely in evidence for clean newspapers and it comes from no spirit of prudery. There is a great difference between exposing wrongdoing and giving needed information, and the exploiting of low, vulgar crimes, vileness, drunkenness, lust, manslaughter and murders, in disgusting details, for the sake of creating sensation, "raising hell and selling newspapers" as a Minnesota publisher used to say. Men need to be informed of the doings of their fellow beings and to be put on their guard against their passions and criminality, but, so far as possible, all information given in the public press, should be useful, helpful and inspiring. Filth and swill will probably always exist, but should be consigned to the sewers instead of being taken into the homes to poison and render the air, that the whole family must breathe, noisome and offensive.

We fully sympathize with the following from a signed communication that was published in a number of New York City papers, the day before the commencement of the trial of T. J. Hains as an accessory to the Annis murder:

The aim of securing newspapers for our homes which shall at all times be free from lewd or suggestive articles detrimental to morals, offensive to decency and damaging to self respect is one which all admit to be desirable. Some might perhaps say that it is possible to enjoy it at all times by simply buying only good newspapers.

But unfortunately there come periods when overweening public interest and unworthy public curiosity provoke the editors of even some of the best of our journals to overstep the mark and to lay before us and the modest home circle, including the tender children of the schools, libidinous details of criminality which are revolting even to men charged with the punishment of those who prey upon society. We attempt to escape it and close our door to it for a short period, only to find that to keep in touch with our usual social or business needs we must continue our patronage of a journal which we are ashamed to bring home. Then our school children or others must have the objectionable articles and detestable headlines thrust upon their sight in the public conveyances or other places.

Each editor escapes censure by claiming that all his brother editors will surely present the same matter and he cannot be exceptional.

There is very little that is new and less that is informing in the details of crimes that result from hate, envy, jealousy, lust, drunkenness or uncontrolled anger. Sin is not made abhorrent by rolling it as a sweet morsel under the tongue or through the columns of the press.

We have frequently had occasion to refer to the Brooklyn *Eagle*, and have given at considerable length its methods and commended these and the paper as a model, a most instructive, and profit-bringing example, if followed, for all home papers. *Newspaperdom,* of New York, in its issue of December 10th, gives emphasis to some of the points that we have heretofore enumerated, in the following pleasing and strikingly convincing manner:

Why in Heaven's name should a man pay three cents for the *Eagle* when other Brooklyn papers are offered for less money—when he can get any of the New York evening papers, save the *Post,* for a cent?

Why does almost every advertiser who wants to reach Brooklyn put the *Eagle* on his list?

The answer is in the paper.

It is not marvelously beautiful, it is not supremely wise, but *if anything happens in Brooklyn and the Eagle misses it, it is a subject for wonder.*

No matter wherein a man's interests lie—national guard, boating, racing, society, real estate, politics—all that is news is in the Eegle.

And if it's in the *Eagle* it is probably true, for the *Eagle* does not sell its self-respect in order to sell extras.

The *Eagle* buyer pays three cents, for he cares at least three cents for the information the *Eagle* contains and he can't get it for less.

The *Eagle* advertiser is hot foot on the trail of the man who cares enough about a paper to spend three cents for it, especially when circulation comes in such quantities.

The *Eagle* has *something really good to offer.* Therefore, it is full of advertisements for which the advertiser pays card rates, and it holds its circulation against every plan that competition can devise.

The *Eagle* is one of a type. In almost every large city you'll find a daily occupying a preeminent position, self-respecting and therefore respected.

* * *

The Proof is the title of a little monthly in pamphlet form, with covers, gotten out most attractively and artistically, to advertise the Gould Company, Printers, at 1324 Washington Avenue, St. Louis, Mo. It deserves more notice than we can give here, and will be referred to "More Work Through Publicity" department for further review. We simply desire to say that the booklet in get-up and matter is a convincing argument in favor of more advertising for printers who can advertise so effectively, in showing their own work while presenting ad-arguments. The first page contains the following, quoting first the lines from *Judge:*

"Lives of some great men remind us
That we will, if we are wise,
Leave our modesty behind us
And get out and advertise."

"Printed matter that wins attention is that which tells a pleasing story in pleasing characters, supplemented by the pleasing typographical adjuncts that an artist's hand can supply."

* * *

The Gallatin, Mo., *Democrat* showed, on its first cover page, Santa Claus making lightning time in a great red automobile, that was filled high with children's Christmas toys. The old Saint was shown without goggles and was apparently enjoying, with more than his usual zest, the ride beneath the blue sky and shining stars. The paper is up-to-date and why should not its Santa Claus be the same? The first inside page shows, in halftone, a more modern Santa Claus, with refined features, surrounded by toys, but in a modern drawing room, holding two little girls, one on each arm. The Christmas illustrations that adorn nearly every page are very attractive, as are the borders of great variety, from wreath-entwined bells to Teddy bears and winged cherubs. There is a wonderful collection of letters from the children to Santa Claus, and they suggest how much of happiness and anticipation there must have been in the hundreds of homes and in the hearts of hundreds of children during the composing and writing the loving, confiding notes to the old Saint, and with what expectations the arrival of the newspaper that was to contain these missives, — the paper that goes everywhere, and of course reaches Santa Claus,—was awaited. Naturally, the advertisements that filled some twenty-five pages, like the rest of the paper, were rich in Christmas illustrations and suggestions. There was wonderfully good taste and high typographic art displayed in the composition of these advertisements. The *Democrat* is evidently not lacking in a supply of modern type faces and borders, or in the ability properly to handle them for the production of effective and pleasing results. The local news is not neglected and there is an abundance of Christmas stories and poems, and bright, wise Christmas thoughts and sentiments, good and wholesome for all the year and every year.

Two short quotations are given here that will not be found wanting in value to editors of newspapers, through the generous spirit, and the high and broad, intelligent views of mankind, contained therein, and which should be the controlling influence of editors' lives and the inspiration to their work for the men and communities that they serve.

Rev. Robert White says in a contribution under the caption, "Christmas Gifts have their Origin and Incentive in the Gift of Christ;" "One of the chief charms of Christmas is the simple, genuine, generous fellowship that pervades our common life, and which finds expression in the interchange of gifts."

Rev. C. B. Cross writes:

"Man is a bundle of inexpressible, indefinable possibilities. How infinite in number are the hopes, fears, aspirations, and dreams that fill his life! Shakespeare has beautifully expressed the thought in this language: 'What a piece of work is man! how noble in reason! how infinite in faculty! in form and moving how express and admirable! in action how like an angel! in apprehension how like a god.' It was a man as he is that touched the loving heart of God, and man as he might be that prompted the gift of his Son for the redemption of the race. This gift of the Father has awakened every possibility of the human soul, and has made bright and beautiful the pathway of life. Love then is the inspiration, the

beginning of every success, hope, joy, peace, happiness that life can know. There was never a hope that thrilled a human heart, or dream that made bright and beautiful the pathway of life that was not conditioned on love."

The more highly newspaper-makers prize the people they serve and the higher their appreciation of all mankind, the nobler will be their work and the more effective, useful and successful.

* * *

The generous, enterprising, truthful, loving spirit of the Christmas trade, and how the prevalence of kindly goodwill affects business, are shown in an editorial, in the Yazoo City, Miss., *Sentinel*, about its Christmas issue, on December 10th, that well describes the paper and the wonderful accomplishment of the production, as follows:

It is with pardonable pride that this edition is sent forth to our thousands of readers. Recognizing the limitations of even so well an equipped office as the *Sentinel*, we had no idea of making the edition more than twenty-four pages, but the business kept crowding in so rapidly that every nerve was strained to take care of the advertising of the most progressive lot of merchants the sun ever shone on. The result, as you can see, is an edition of thirty-six pages, and not a dull page in the bunch. There is a total of 2,290 inches of paid advertising, nearly twice the amount carried by the *Sentinel* a year ago, and we believe the largest edition ever issued in the State by a country weekly.

We again offer our grateful acknowledgment to our many friends and customers for the splendid patronage given the paper, not only for this edition, but throughout the past year, and it shall serve as a stimulus for renewed effort in the future.

Editor Frank R. Birdsall gets up an excellent paper, and takes pride therein, as is evidenced by the following bouquet by an admiring contemporary, the Hazlehurst *Courier*, as to one of the regular issues:

The Yazoo *Sentinel*, always a "gem of the purest ray serene," reached us last week with sixteen pages of interesting reading matter and well-gotten-up advertisements. What Frank Birdsall doesn't know about getting up an attractive newspaper is hardly worth the while to learn.—*Hazlehurst Courier.*

We not only like the "get-up" of the *Sentinel*, but also its spirit which we heartily commend to all newspaper men and which is indicated by the following extracts and paragraphs:

We heard an epigram the other day. It was this: "It's damned good to be decent." We herewith print it without a dash. It does not demand any apologies. It is too good to spoil with a dash. Think it over. Can you—whoever you are—wherever you are at in life—can you echo its sentiments?

There are men who chafe under the goody-goody, "thou-shalt-not's" of well-meaning but tactless folk, who will heartily coincide with the above. There is something so flesh-and-blood about it that it strikes deep and it pierces the hardest heart. The most degraded will pause and think and accept it, even though their own lot be hopeless. Yes, "it's damn good to be decent."

Graft, trickery, sin in any form of perverted goodness may shackle its victims in untold numbers, but hardly one of them but will lift an ear out of the mire to catch the utterance of the above epigram and give it its dues.

Decency—the reward of being able to look a fellow man in the eye—the ability to sleep at night with a clear conscience. It stands for clean linen instead of polluted rags, a clear eye instead of one bloodshot, the sweet, clear of a Sunday morning, instead of the debauching revelry of a dark Saturday night.

An exchange says, "the time to succeed is when others are failing." Well, fate is against us again. We don't know of anybody that's failing. Everyone succeeds in Yazoo.

Yazoo City keeps right on growing substantially every week—no boom, but a steady, healthful, substantial development that means permanent prosperity.

Don't lavish all your thoughts on the well-to-do, but remember the poor and needy in your Christmas giving.

Instead of whining about hard times, advertise in the *Sentinel* and court prosperity.

Have consideration for the overworked clerks, and do your Christmas shopping now.

The bills that people won't pay are what make hard times.

An ounce of energy is worth a pound of "genius."

The sentiments are not foreign to the American press, but they need to be kept to the front in words and deeds every day of the year. Praise your own town and seek out things worthy of praise. Commendation is more effective than criticism, though the criticism is sometimes an unpleasant duty. "Vinegar never catches flies," is an old proverb, and faultfinding very seldom wins winged, high-flying reforms nor brings improvements. Patient, considerate, untiring praise of worthy undertakings and accomplishment will bring many more to a desire to have an active and effective part therein, than will all the scoldings that can be printed or administered for neglecting the good and persisting in idleness, indifference or wrongdoing.

This issue contains a page of letters from the "young readers to dear, old Santa Claus," and in glancing these over the thought occurred as to how truthfully these letters indicate the habits and customs of the people.

* * *

The Rolfe, Iowa, *Reveille*, issued its Christmas number in magnificent form, fifty-two pages, four columns to the page, in covers. Were you ever in camp to hear the reveille sounded, the beat of the drum or bugle blasts given at the break of day, as notice that it is time for the soldiers to rise? The clean, ringing notes sound especially clear and penetrating in the early morning. They are for awakening. The newspaper should ever be sounding awakening blasts for the arousing of its community, hence the name and its appropriateness. The *Reveille* uses the Santa Claus automobile design, on its first cover page, which seems to have proved very popular this year. It is a bright paper and we like its form, especially for an annual number, which this issue is made, giving an illustrated account of its city and of all the institutions, industries and business concerns, including schools, churches, and fraternal organizations; with an added and most excellent showing of the homes of the peo-

ple. We liked the little say of the editor and proprietor about the paper, from which we quote the following:

Like that little acorn from which the mighty oak grew, the little Reveille of 1888 has grown until today it is one of the best printing plants in northwest Iowa. The office building is 24x80 of brick, with cement block front and cement floor for engine and press rooms. The office consists of three up-to-date presses, newspaper folder, gasoline engine, stapling machine, large quantities of type and fixtures of all kinds of the latest and best designs. The advertising patrons and subscribers alike, are proud of *The Reveille*. The proprietor and three sons appreciate the liberal patronage given *The Reveille* and are always endeavoring to give the best service possible in return. As evidence of the amount of material and the neatness of the mechanical makeup of *The Reveille*, the reader has only to look over this holiday number. Read it; keep it; refer to it in the future.

THE CHRISTMAS NUMBER OF THE WEEKLY PRESS
withstanding lies a cunning virtue
of the Sceptre of this Planet
rugged face, all weather-tanned,
intelligence! for it is the face of

From Christ Church Press, New Zealand

The publisher has made it easy for the subscribers to follow the closing injunction. The paper is in convenient form to keep, and its value will grow with the years, both as a local historical record of a year, of the city's past, its attainments in 1908, and as a means of reviving personal recollections. There are no friends like the old friends, and the memories of those who pass on before grow dearer with the lapse of years, and the children's children of those now in active life will read of the lives and accomplishments, and look upon the likenesses and illustrations of their grandfathers and of their homes, schools and churches, as preserved by well-printed halftones, in these pages, with profit and heightened pleasure.

From Christ Church Press, New Zealand

When we were a boy it would have been considered a great journey from bleeding Kansas or Northwestern Iowa to the banks of the old Mohawk, and there would have been no one to have made the jour-

ney from the West except Indians or a few hardy pioneers, but here next in the heap of bright, joyous Christmas editions of newspapers, on our desk, nestling with those from the far-away Pacific Coast and the shores of the rolling Atlantic, is the Christmas number of that excellent daily, the Amsterdam, N. Y., *Evening Recorder,* conducted for so many years by genial Wm. J. Kline, beloved by the members of the New York press and of the National Editorial Association. We are glad that some of the best dailies have not outgrown the Christmas habit, nor forgotten the inspiring sentiments that surround the Christmas-tide. We need not tell of the excellences of the *Recorder,* for we have told much of these papers in the past, but we can do our newspaper readers good service by quoting the following from the editor's talk on "Christmas and Its Trade":

Inside all the extraneous customs and cares that have grown around the Christmas spirit, the Christian world, in its truly religious feeling, never forgets the first Christmas among the hills of Judea. The star luring the wise men to "where the young child lay;" the young mother who became sacred to countless millions; the Saviour long foretold, who was to stand for all time in his final act of the glorification of the Lord's humanity—cradled in a manger. And the mystery of the angelic voices! Heaven reaching down to earth with a benediction.

Centuries have passed in strife and pain, at times overcoming all acts and sounds of joy, yet all together working out the realization of the divine proclamation "Peace on Earth, Good Will to Men." More centuries may be needed for "sifting out the hearts of men before His judgement seat," for the realization of the Christmas ideal; but it is coming. A helper toward its coming was Saint Nicholas—his name modernized into the German Santa Claus. He let loose the instinct of generosity and kindliness. At first the call "Give, Give!" was for children, for they were the recipients, and who would deny them? Then grown-up people clamored to be let in. Trade saw its opportunity for gratifying a wholesome and humanizing demand.

This voice of holiday trade speaks through a hundred or more columns of this number of the *Recorder.*

The spirit of our Christmas season combines all that was desirable in the old time excesses of the "Merry England" we read about, and the Puritan reaction of three centuries ago; the generosity and gaiety of the first, without its vulgarity, and the virtue and purity of the second without its austerity. This spirit has become at home in by far the greater number of our homes, which are equally removed from shame and from pride of birth, and wherein "Competence is the next door to Wealth, and both are within the daily walk of Contentment."

Wherever there are subjects upon whom the ingenuity of kind and benevolent natures may spend its resources, the good influences of Christmas have made conquests. With so many counter-influences waiting for a chance bye-and-bye, there is no danger of over-doing the true Christmas business in its season, nor of cultivating with too much enthusiasm "the purity which thinketh no evil and charity which suffereth long and is kind."

Some over-wise professor of cold science is said to have recently declared that "religions are man made." All that man has made has been by the discovery and application of laws and forces existing in Nature to meet needs found to inhere in the human body, mind and soul or spirit. The religious instinct is found among all peoples and only the fool says in his heart, "there is no God." The kind of piety and the Christmas spirit manifested in the quoted words, from this splendid, secular daily, are from the same All-wise, beneficent Source. It is a good kind of religion for newspaper makers, and business men, as well as for the children.

The letters of the "*Reporter's* Little Friends to Good St. Nicholas," fill ample space in this issue, and here is one that indicates what the little N. Y. State boys were thinking about in the year 1908:

Dear Santa Claus:—Please bring me an engine, a tender, a milk car, and a passenger car.

Don't forget the tracks and switches, and a blackboard.

I wrote this with my typewriter.

Good bye, Gerdon Dievenodrf.

7 Phillips St.

That boy will probably, in due course of time, be a great railroad superintendent, manager or president, and a good one, too.

* * *

Next comes the *St. Louis County Herald,* of Wellston, Mo., with the same beautiful, bright cover design, in green, red and black on white, shown, by the Amsterdam *Evening Reporter*—the same bright, joyous children, the same jolly Santa Claus and antlered reindeer, and the paper, itself, in other words, expresses and reflects the same noble thoughts and sentiments. Christmas makes us one people, from the Lakes to the Gulf, from the Granite Hills to the Golden sands, and is steadily molding into one view and one heart all the Nations of the Earth. The *Herald* did honor to itself and its town in this issue and one little statement and an incident printed therein, were especially pleasing as presenting a feature of the Christmas home feeling, that unites families and cures estrangements, "With the Christmas spirit comes a longing for home." "It is narrated of May Irwin, who happened to be playing at Christmas-time last year in a Western city. She did her Christmas shopping and sent her presents home, but when Christmas Eve came that inevitable homesickness overcame her. After the performance she called her manager, ordered the theater closed for Christmas Day, and the day following wired her Christmas menu to her cook in New York, took a sleeper, crossed four States to eat her Christmas dinner, and left again that night."

* * *

The Carrollton, Ill., *Patriot,* is always a welcome and partly in remembrance of the "Babe in the Manger," and the instinct of a newspaper-maker of a home visitor at Christmas time, and we are writing these "Notes" the day before Christmas. Editor Bradshaw is a bachelor, said to have remained such through filial piety, a beautiful love for his sweet, old mother, but he loves children, and partly from that affection and partly in remembrance of the "Babe in the Manger," and the instinct of a newspaper-maker of a home paper, he manages to present, nearly every year, a

bouquet, in portraiture, of sweet baby faces, gathered from the homes of his town and county where babes are prized and welcomed as the precious gifts of Heaven. The paper is in magazine form, four columns to the page of the size of the *Ladies' Home Journal*.

"The Annual Postal Reunion" is ever a most attractive feature of the *Patriot* Christmas issue, and this year is given the fourteenth of the series, and it is supplemented by a "First Postal Card Collation," that proved most unique and interesting. No attempt was made to reproduce these cards, sent by former residents, from every portion of the United States, and some foreign countries, affording a wonderful panorama when arranged and mounted. While the cards are not reproduced, a brief description of, and the quoting of a few lines, of the greetings on each, make a most interesting article, covering a page and a half. We give two of the greetings to show the interesting character of all:

Mark C. Bowman, U. S. Naval Academy, Annapolis, Md.—View of Bancroft hall, one of the buildings of the academy; "I gladly take this means to be remembered to yourself and my old friends; am doing well, and Uncle Sam is doing well for me."

Harry B. Chenoweth, Oklahoma City—Colored view of Broadway in that city, with "personal greetings for all old friends from a Greene county lad who has wandered out into the world."

As a plan to keep the old residents, and the boys who have gone out into the world, in touch with the old home, a better way could not be devised, and it helps to keep up a most pleasing interest and the subscription list. The "Postal Reunion," made up of letters descriptive of the present home-surroundings of former residents, are equally attractive, reviving old memories, giving descriptions of different sections of the country and are very entertaining. Our newspaper readers ought to preserve this copy of the NATIONAL PRINTER-JOURNALIST for reference next year. All copies of this paper ought to be preserved and bound. Each volume makes a valuable book and these volumes are already in demand at a premium. If any one has not conveniences for binding, send them in and we will bind at actual cost.

We cannot close without quoting what Editor Bradshaw has to say about the "Babes on the Cover," which we have had reproduced:

With the problem of making the most striking and attractive front cover for his Christmas number, the editor of the *Patriot* has again gone back to the Greene county babies, and asked them to pose for a picture as Santa Claus' reception committee. We believe a survey of the group on this number will satisfy anyone that a repetition of the same theme, even for the fifth time, is justified. The faces and setting are all new.

Each picture in the group was a separate photograph, and all were cut out and pasted upon a large cardboard. The halftone was produced from this large group of photographs. The photographs were all from Weingand's studio. Mr. Weingand's skill as a photographer of babies is well shown, even in this reproduction of his work.

The Muscatine, Iowa, *Daily Journal*, a paper that is older than the state, issued its "Prosperity Edition" on December 11th. It has a special cover design in which is shown the city as it was in 1845, and as it is in 1908. The paper was established in 1840. The truthfulness of a top, side-heading, "Too Busy to Worry About Panics" is fully proven in the forty-four, great, seven-column pages, both as to the city and its enterprising daily. F. D. Throop is publisher and L. P. Loomis is managing editor of the *Journal*, and we believe that the following editorial say, in this edition, will be found profitable to all the readers of the NATIONAL PRINTER-JOURNALIST in their lives and work:

As recounted elsewhere, this paper is intended to signalize the prosperity and progress that have been this city's during the year now so rapidly drawing to its close.

But great as are the Prosperity and Progress, there is a

FROM CHRIST CHURCH PRESS, NEW ZEALAND

far greater factor in the lives of men—the factor which the ideal Christmas day symbolizes: "It is Peace among all men."

This day—which is the anniversary of the birth of Him to whom, argue as we may, concerning His right to other titles, which His followers give Him, all men agree, belongs the greatest of all earthly titles, "The Prince of Peace"—is more than a day of giving, of good cheer and of "good will." It is a day primarily of "peace on earth."

Prosper as we may, progress as we may, it is all in vain unless we, slowly perhaps, but surely, approach a time when this momentous principle—first heralded, they tell us, in angelic song, first exemplified in the life we know, by this man whose birth we thus commemorate—shall be established as the rule of that little part of the universe which we hold as our own.

That this consummation, so devoutly to be desired, is far distant, lessens not our duty that we do what we may toward its establishment. For until then all our boasted prosperity, all our vaunted progress, aye even the life and death of the

Prince of Peace Himself shall as far as this life is concerned, be vain and barren save in that they aid in bringing nearer the advent of perfect peace.

Today we are proud in our little way of this our prosperity and progress. We personally are proud of this paper which symbolizes them. But this we know, if so be it that there are in that day which is to come, newspapers and public prints, the greatest paper in all the history of the world shall be that which relates the story of established peace, world-wide and entailing good will from man to man.

After felicitations as to what had been accomplished, and just congratulations as to this edition being "the greatest and best newspaper ever issued in Muscatine," and stating four tons of paper were required on which to print this record of the city's prosperity and the current news, another editorial continues:

The result we believe we can without vanity say is a magnificent tribute to the splendid equipment of the *Journal* office and to the energy and willing-to-workness of the *Journal* employes.

However, all this is only as it should be.

A good newspaper is presumed to represent the spirit of the town in which it is published, to be the concrete expression of local sentiment and of local characteristics.

The *Journal* would not, measured by this standard, be a good newspaper if it were not progressive, up-to-date and continually surpassing all of its former records.

For that is what Muscatine has been and has done during the year 1908.

After the assurance that all the work, in the business, the news-gathering, the editorial and mechanical departments, was done by the regular *Journal* force, every newspaper-maker or printer can appreciate the splendid equipment of the *Journal* office, and the value of "the energy and willing-to-workness of the *Journal* employes." These are the two elements that make for the success of a newspaper or of a printing office, and such success is just as important and should be just as much the concern, and a matter for pride, of employes as of the proprietors.

The industries and institutions of the city are properly reviewed, but the most satisfactory showings are made in treating of the "Unparralled Building Activity" of 1908, and "Muscatine's Prosperity as Shown by Her Banks." The buildings are of a most substantial character, and not only show an existing wealth that made them possible, and wonderful growth in all lines that created a demand for them, but they will remain as permanent added wealth in themselves and as a means for far greater production and increasing business and enlarged industries. Large bank clearings are always the reliable indices of existing business. The great business, bank and other buildings and churches, shown in illustrations, are occular proofs of the reliability of the figures given, and the bank clearings are indisputable proof as to Muscatine's year of greatest prosperity. It is certainly gratifying to read of "greatest prosperity" for the hard times year of 1908, and the pride of the *Journal* in making this record can be understood. There are stories as to, and portraits of, early settlers. One of the most entertaining and affecting stories is of the "Iowa Band," a company of eleven Presbyterian fellow students of Andover College, Mass., who, after much thought and prayer, went to Iowa together, to work for religion and education in the New Territory of Iowa, only one of whom now survives. There is not one of our cities or states without the stories of the lives of noble pioneers, heroic men and women, worthy the telling and knowing.

* * *

The Dearborn, Mo., *Democrat,* is edited by Mrs. James Watson, since the decease of her husband. "Letters to Santa" are found in the Christmas issue and the old Saint is given large space on the cover and in the illustrations. The paper shows the woman love and spirit as well as that of the Christmas-tide.

* * *

The Fairbury, Neb., *Journal* is a clean, bright paper and its Christmas issue showed that its town is prosperous, wide-awake and progressive, and its business men enterprising and believers in newspaper publicity, the kind that helps build up a town, county and state, as well as business. The editor, W. F. Cromp, writes sweetly of the day, "when, in Bethlehem a babe was born," and the shepherds were told that "peace and goodwill was to reign on Earth;" "Christmas, the season of self-forgetting,—"the children's time;" "the time of marriage, when young hearts are joined and family hearthstones are established"—"Christmas, the time of forgiveness, when the past is forgotten and dead wrongs are buried," and adds an admonition that is not too simple for the mightiest, nor too great for the lowliest; "The present has sufficient of sorrow, and too little of joy—let us increase the latter as we decrease the former by forgetting all the injuries and insults of the past and entering the new time together, as simple and as clean and as innocent as the Babe of Bethlehem, born in the manger, twenty centuries ago."

* * *

The Burlington, Kansas, *Republican,* issued its industrial edition, on Dec. 14th, in seven sections of seven pages each. It was "chuck" full of information as to that city of homes and the fertile region in the midst of which it is located. The residences, as shown from the illustrations, are especially commodious, attractive and beautiful for a city of the size. Among the attractions noted and written about are: "Burlington's fine parks—the beautiful groves (right in Kansas) belonging to the city, and free to the public;" fine schools; pretty lawns; no "tough end; strong sermons; daily newspaper; beautiful fair grounds; progressive business men, two good newspapers, substantial school buildings; free public library," and so on with other desirable things. We would like to add more for the accounts given and the paper in every way, both as to matter and mechanical execution, are worthy of highest praise. This is a glorious country of ours, where cities of 2,500 population, can have such advantages, and newspapers able worthily to rec-

ord the stories as to these for the present and future generations.

* * *

The Gratiot County *Herald* of Ithaca, Michigan, now in its forty-first year, shows it is right in the true newspaper idea of giving extended notice of important local events, especially those affecting the industrial interests of the people. In its issue of December 10th, the Annual Poultry Show by the County Poultry Pet Stock Association was so liberally treated as to require enlargement to twenty pages. There was a wealth of advertising such as to make the publisher's heart glad and to prepare him for the approaching season of giving of gifts and merry-making. The ad-composition and the mechanical execution of the paper, throughout, were worthy of high praise.

The Hillsdale, Mich., *Democrat,* did not resort to any particular embellishment in its Christmas issue on December 18th, but it was throughout an exemplification of the beauty of a clean, bright combination of black and white in artistically-arranged and clearly printed pages. Its Santa Claus was a bright, sweet-faced, regular-featured, old philosopher—a reader of the hearts of young and old—who sat with uncovered head, while a youth and maiden whispered into either ear. The twenty-four six-column pages were filled with local news, much pertaining to holiday entertainments, and events, supplemented with Christmas stories and poems, and a great wealth of well-handled, well composed, well set, in appropriate types and borders, correctly arranged and printed Christmas advertisements. The Christmas Stocking, which we reproduce,

20 PAGES GRATIOT COUNTY HERALD. PAGES 1-8

Our Holiday Greeting

To Herald's 5,000 Subscribers

This Issue Surpasses All Previous Records in Matter, Illustrations and Advertising

was a pleasing novelty which showed genius in composition and skill in typography. We liked, too, the editor's sentiments and views as to Christmas Day, and reproduce therefrom the following extracts that contain thoughts, good for newspaper men all the year, for a home newspaper in no narrow sense, should be a sort of Christmas to its readers, every issue—full of joy, good-will, benevolence, ennobling thoughts and joyous, inspiring incidents, words and thoughts, festooned with ever fresh garlands of hope, truth, love, faith, and the charity that "never faileth," that "suffereth long and is kind," envyeth not," "rejoiceth not in iniquity but rejoiceth in the truth; Beareth all things, believeth all things, hopeth all things; endureth all things":

At Christmas time the normal human looks about him to find those things to do, or those mementos to give which will bring happiness to his friends, his family, his needy fellows; and he does it because of a sense of good will toward all, reflecting the conviction that he has fared well in the year that has gone.

At no other season is one given so much to contrasting his own comparative good fortune with that of the less favored. Scarcely any of us but can find about those whom we know have less of Fortune's smiles than we ourselves enjoy. * * *

And therefore at the approach of one more Christmas tide, the *Democrat* would like to express as simply and sincerely as possible its appreciation of cordial relationship with many friends, and its unbounded good will toward all.

ADVERTISEMENTS, "AFFIDAVITS," AND TRUTH.

In old Greece there was at first no law against parricide. The nation romantically argued: No child will ever kill his parent. A law presuming he will would be a reflection on humanity, besides being unnecessary.

After a while, a son did kill his father. As there was no law against that, he was not punished. The shock, however, secured such a law for future offenders. Safety was conserved, though sentimentality was sacrificed.

The State of Wisconsin as well as other states has no law against newspapers lying about circulation, to get advertisements. The need of one has become apparent and the Advertisers Club of Milwaukee is asking the Wisconsin Legislature to pass such an act as will "define and punish fraud in obtaining advertising by false claims of newspaper circulation and to forfeit any sums agreed to be paid, for such advertising so obtained."

The offense exists. As, however, law has so far not penalized it, the Legislature is now asked to do so. The offense in substance is defined in this way: Any person in any wise connected with a newspaper or claiming in any way to represent such newspaper, who lies about the paid circulation of such paper, to deceive intending advertisers, in order to gain advertisements, shall "be guilty of a gross fraud and be punished by imprisonment for not more than a year, or by a fine not exceeding $500." Any sum, agreed to be paid for such advertisements, but not paid, cannot be recovered; but, if paid, it can be recovered by the advertiser in a suit at law.

Other proposed sections are purely technical and to show the order of legal procedure under the act. They also set forth precisely the difference between real and pretended circulation. Papers printed and hoarded, to reach a claimed figure, cannot be counted as circulation. Those sent back to the paper mill "as waste" are to be excluded from computation. So are those claimed to be sold, but taken back as unsold. Every detail necessary to disclose fraud and to prevent it for the future is minutely prescribed. The measure has been favorably reported. Action on it is ordered for the first Thursday in January, when it is hoped it will be enacted.

No business can long stand or long thrive on fraud. The protectors or practitioners of fraud in advertising are certain of exposure, even by the slow but sure progress of truth; but to the offenders and to the offenses should be denied the immunities which the inaction of the law-making power has hitherto made possible. The room for honesty in newspaper business should be so large, and so lighted, that the violation or evasion of truth should have neither space in which to hide its devices or its actors.

The proposed Wisconsin law not only requires full proof of circulation, when that is made the basis of securing advertising, but it also indirectly takes into account fraudulent

IOWA TO THE FRONT
The two ears of corn, white and yellow, shown herewith are the Champion Ears of Corn of the World, having won the prize at the Iowa State Fair in the greatest corn competition on earth. The yellow ear is the property of Geo. Steen, West Liberty, Iowa, and the white of I. B. White, Oskaloosa, Iowa

devices, to claim such circulation. Those devices are now immune from punishment, for false affidavits are not perjury, in the commercial course of business. They are perjury only in a case between parties in a law suit, and not then, unless sustained by more than one witness and at least by two. The Wisconsin act would make falsehood count as perjury in any effort to deceive advertisers.

This proposed act would not apply to papers which do not publish, or claim figures of circulation and do not solicit advertisements on such a specific base. Many of the strongest papers of the country do not feel called upon to make circulation claims or statements. The public and the advertisers know the superior value of these papers, and do not need to be constrained by the affidavits, so called, of circulation mongers. The quality of the population reached by newspapers is known by business men as well as by readers. It needs neither definition nor defense, but where mere claim of circulation is used to deceive people, it should be subjected to every requirement and test of rigorous examination, but the same disregard of veracity would also suggest a means to the publisher of making an examination substantiate the claims of the affidavit.

—From the Brooklyn Daily Eagle, Dec. 16, 1908.

FIFTY YEARS AS EDITOR OF ONE PAPER

A GOLDEN ANNIVERSARY THAT RESULTED IN A MOST INSPIRING SYMPOSIUM OF GOLDEN IDEALS OF NEWSPAPER MAKING.

ON Wednesday, December 22nd, a complimentary banquet was given at Seneca Falls, N. Y., to Editor Henry Stowell, by his fellow citizens and members of the New York State Press Association, in honor and commemoration of his having rounded out fifty years as editor of the Seneca Falls *Reveille*. It was a notable affair, worthy of so rare and important an occasion. The event is of interest to every newspaper-maker everywhere, by reason of the highly valuable and edifying ideas that were expressed as to the vocation and work of the editor, by men who have thoroughly studied the calling in all its bearings, and many of whom have made it their life work. Many who were present are well known to the readers of the NATIONAL PRINTER-JOURNALIST; among these, most of whom were speakers at the banquet, were the following: Hon. Daniel D. Frisbie of the Schoharie *Republican*, A. O. Bunnell of the Dansville *Advertiser*, Luke McHenry of the Chittenango *Times*, Horace J. Knapp of the Auburn *Daily Advertiser*, W. H. Greenhow of the Hornell *Daily Tribune*, A. R. Scott of the Geneseo *Republican*, Edgar Parker of the Geneva *Gazette-Advertiser*, James G. Simson of the Albion *American*, Elias Vair of the Waterloo *News*, E. F. Bussey of Phelps *Citizen*, Thos. P. Hause of the Interlaken *Review*, Louis L. Ferenbaugh of the Waterloo *Observer* and Charles A. Garnett of the Ovid *Gazette-Independent*.

The banquet was pronounced one of the most enjoyable events of the kind that had ever occurred in the city, and the leading citizens joined heartily therein, all professions and callings, including the ministry, being represented, and all joining in happy tributes to the honored editor and in praise of his work for fifty years. The events of the evening were enlivened by the bestowal upon Editor Stowell of a well-filled purse of gold, Mr. Edgar Parker making the presentation speech, to which the recipient responded, expressing his earnest thanks and heartfelt appreciation.

THE SYMPOSIUM.

We reprint with highest appreciation of their appropriateness, and the value of the suggestions incidently contained therein, the following extracts from congratulatory letters from distinguished friends of this loyal newspaper man upon the completion of fifty years of service to his community.

VIGOROUS, BUT HONORABLE AND RESPECTFUL.

EX-GOVERNOR D. B. HILL wrote from his law office in Albany:

I cannot resist congratulating you on the long and honorable service which you have rendered to the people of Seneca Falls, to the Democratic party and to the State of which you have been all these years an honored citizen. I am quite familiar with the newspapers of the interior of the State of New York, and yours has been for many years one of the best of the country papers. It has always been a clean and model newspaper. In politics it has been consistently Democratic, and while vigorously upholding Democratic policies, it has always treated the opposition with respect. It has been vigorous in its advocacy of men and measures, and at the same time it has given full space to the public news of the day.

AROUSING TO THE LIGHT—OPPOSING EVIL—UPHOLDING RIGHT.

HON. CHARLES R. SKINNER, Late State Superintendent of Public Instruction:

So you are just rounding out a half century of journalistic service! Fifty years of faithful, persistent, successful work of an educator and moulder of public opinion, through a newspaper, which through all these years has stood for high ideals and lofty standards.

For half a hundred years, the *Reveille*, under your inspiration, has roused the citizens of Seneca Falls, and bade them behold the glories of the rising day. Into their homes has gone an influence making them hate the works of darkness, and love the deeds of light. Whatever has opposed evil and evil doing, whatever has upheld the right and made for truth, the *Reveille* made known in its columns. It is a long record of faithful adherence to duty, of sturdy fidelity to principle, to conduct a newspaper in the same place for fifty years. To have that stainless record is a triumph of integrity and honor few achieve in this life. To have exerted upon the minds and hearts of citizens an uplifting agency in the affairs of home, county and State, is to have deserved well of the Republic.

NEWSPAPER SOMETHING BETWEEN A VOICE AND A BOOK.

REV. R. H. HARRINGTON, M. R.:

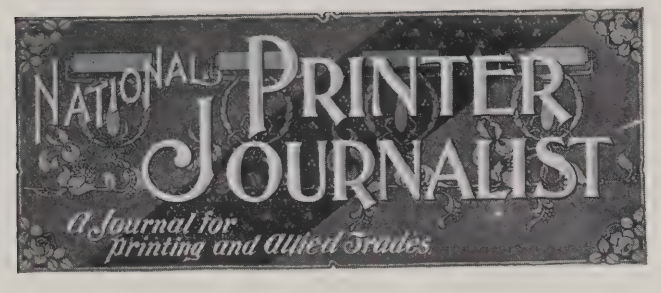
My Dear Mr. Stowell:—To have honorably discharged the onerous duties of chief editor of the leading newspaper in Seneca County for fifty years is a distinction which comes to few men and of which any man might feel proud.

It is one of the great signs of modern progress that people no longer feel obliged to hate one another for the love of God. There was a day when the discussion of any subject would inevitably give out more heat than light, but among earnest and cultured people, thanks to such influence as the *Reveille* exercises, that day has happily passed.

I think it is Coleridge who said that a picture is something between a thought and a thing. It is not a thought, because it is visible to the eye. It is not a thing, because, beyond a combination of lines, lights and colors, it has no existence. So we may say that a newspaper is something between a voice and a book. It is not a voice, because it speaks inaudibly. It is not a book, because it is a mere sheet or leaf which is scattered broadcast every day, or once a week. He that writes a book studies long, and weighs, and writes and rewrites, finally to lay up his work when the whole is finished. He prints his book and is called a successful author if he sells a thousand copies. Many buy and do not read; many read half and never finish; many read and do not understand. The sphere of the book is small and its fate is the shelf with dust and oblivion.

But a newspaper is like a knock at the door, morning after morning, or Friday after Friday. It is so short that even the idler will read it, and so plain that even the simple can understand. It speaks to thousands and tens of thousands. Mere curiosity will make people read it, and mere dullness will cause comment on what was read. The newspaper thinks for people and they reproduce it in their talk at break-

(CONTINUED ON PAGE 44.)



Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
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1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, JANUARY, 1909

January, 1888, the first number of the NATIONAL PRINTER-JOURNALIST was issued at Indianapolis, Ind., by the present editor and proprietor. The publication grew out of the formation of National Editorial Association, and it has been our honest desire and effort, through the past twenty-one years, to serve that organization and all its members, and all newspaper-makers, editors, publishers and printers and members of all allied trades, usefully, fearlessly and sympathetically. The paper is twenty-one years old and enters upon its twenty-second year with as bright prospects as upon any year in its history. There have been many varying experiences, many most happy events, many notable conventions and excursions to record, but all the time there has been kept prominent, above all else, the most practical and successful methods, in every way, for making the best newspaper and conducting the best printing office possible. Thoughts, experiences, plans, systems, suggestions, and all else deemed educative, helpful and inspiring, have been gathered from all over the world every month, and given for the benefit of earnest workers in these responsible callings, in one million, two hundred and sixty thousand separate copies, containing, in the aggregate, about eighty million seven hundredd and twenty thousand pages. It has been a source of great gratification that those who have longest taken the paper and who conscientiously, with a view to improvement and betterment, have read and studied its contents, have most frequently testified to its usefulness and often placed the value of its actual benefits, at from ten to fifty times the amount charged as the subscription price. Yet, a wider field is desired and it has been decided to offer this paper, in lieu of premiums or prizes, at $1.50 a year, and at fifteen cents a copy on news-stands, until February 15, 1909, and at the same rate to all old subscribers who pay up to January 1, 1909, and one year in advance. All payments between the dates named of $2 for 1909 will be credited sixteen months. The future price of the paper will depend largely on the result of this special offer. With a larger circulation, as will be evident to all newspaper publishers, a cheaper price can be maintained. Many friends have cautioned against such an offer, saying that it was well worth, and all who sought improvement, and really wanted the paper, would pay the two dollars a year willingly and that a lower price would only mean just so much loss to the publisher. If these friends are right, the paper will be compelled to stand the loss and will only have to regret the unwisdom of this offer for a larger circulation. The tendency, of late years, whether wise or not, has been toward the lowering the price of all publications, Everything now points to six years of increasing prosperity, and everyone should be prepared to take advantage of the brighter prospects by being fully equipped with knowledge, all the views and experiences of others obtainable and all other means. It is the ambition of the NATIONAL PRINTER-JOURNALIST to help a larger number with practical knowledge, methods and plans that will result in broader success, in improved newspapers and printing offices. If the circulation of the paper can be duplicated, there will be no loss to the publisher, and wider benefit, and all the pleasure that goes therewith, will be secured.

* * *

Speaking of the indications of an era of increasing prosperity: this is no idle talk, yet very much depends on the influence that goes out from and through the printing offices and newspapers. However else they are viewed, all successful men recognize these as the great modern promoters of business and manufactures—and of that public faith or confidence on which all trade and encouragement to greater production very largely rest. Those whose duty and privilege it is to inform, to influence and encourage the people in their undertakings, and favorably to influence trade, must have a sound basis from which to work and must be able to give a reason for the faith that they proclaim.

* * *

It is the duty of the press to be informed as to the substantial reasons for the expecting of prosperous times. These do not seem difficult to obtain. The business stringency of 1907 was almost wholly caused by a destruction of confidence, and this was the result of over-speculation, dishonest dealing, a wild indulgence in luxuries, on account of the unprecedented rapid increase in wealth, and overestimate of possibilities for the same cause.

Production had increased with unprecedented leaps and bounds, and there was a healthy demand at high prices. The condition that exisited is now fully understood, wreckage has been cleared away, confidence has been in a very large measure regained and there are none but the most substantial grounds for its entire restoration. The products of the ground were never

greater. On these rest in the end all prosperity. The development of resources in the South and West, on account, in part, of improved methods and an awakened spirit of enterprise, was never before equaled. Exports while decreased in a measure by the fact of the unfortunate conditions, now rapidly improving, show the balance as largely in favor of this country. Agitation has lead to a better understanding as to the great industries and as to transportation questions and the rights and relations of what are somewhat erroneously termed capital and labor, for in the end labor is acpital, or capital, at most, is only the product of labor and, if honestly acquired and paid for and honestly used, is a blessing. There is nothing the mattter with either labor or capital. It is the dishonesty, the greed, the overreaching, the discontent, the pride, the sloth, the failure to render full value, the injustice, the lack of the recognition of the full rights of others back of either, or both, that cause all the wrong and all the hardship. These things have come to be better and more generally recognized, and there is the brightest prospect of an era of industrial peace. Demagogues who secure positions, live and prosper by stirring up strife and discontent, have lost their power. The verdict of the people has been in favor of honest and sane measures and there is little, if any, danger of any legislation that will work injury to legitimate business or that will prove other than a terror to evil-doers. There has been a short period of husbanding of resources and of recuperation, that cannot prove otherwise than beneficial. There are a score of other indications of improved times, among the greatest of these are the wonderfully increased and improved methods and facilities for production, and the better fittted, equipped, more earnest, loyal, intelligent and better directed workers in every field. There has been, even within a year, a great advance made in the systematizing of effort in production and business, and the utilizing and economizing of forces and resources. All these tend to make doubly sure, a healthy, increased general prosperity that will benefit all alike. There will be fewer great fortunes heaped up, less of the power of predatory riches and reckless, wrecking speculation, but there will be a more evenly distributed increase in substantial, actual property and less that is fictitious or dishonest. Let the newspapers stand to their guns, fight true to the people and all the people, proclaiming confidence, encouraing honest enforcement of laws with a view to the rights of all and each as against selfish classes or monopolies, and 1909 will be the most glorious in the Nation's history and the promised prosperity will be insured for many years to come.

* * *

One thing should be especially avoided in this new year, and that is the being tricked into the outcry against the courts of the land, through prejudice or because such abuse of the courts seems popular. The destruction of business confidence brings financial disaster, but the destruction of confidence in our courts brings not only loss of confidence, but anarchy, crime and the utter uprooting of law and order; abolishes all security of person and property and engulfs men and society in hopeless ruin. Our laws and our courts have been the development of centuries. They are founded on equity, justice and the rights of all and each. If laws in this free country are found to work hardships, on account of changed conditions, the people can change or repeal them or make new laws but so long as laws exist by enactment, or by custom, founded on long experience, "whereof the memory of man runneth not the contrary," it is the duty of the courts to interpret and enforce these laws and no one has a right to treat them otherwise than with respect and obdeience. It should be remembered, too, that laws and courts are for the protection of all in their person, their property, their good will and their good name, and he who attacks either must expect, or at least know that he deserves, punishment. There can not be two co-existent governments of one people. "No man can serve two masters: for either he will hate the one and love the other; or else he will hold to the one and despise the other." Any one who swears allegiance to any organization, society or lodge that interferes with, is antagonistic to, or that does not reserve the right to render, loyal service that he owes his country, becomes either a perjurer or a traitor, though he may not fully realize the fact.

It should be remembered, too, that laws are not for classes, but for all, high or low, rich or poor. All and each are equal before the law and the courts and must obey these or be rightly classed as a criminal or traitor. It must be remembered, too, that no organization of men, any more than an individual, has any right to exercise control over or to interfere with, the property, rights, franchises, good will or good name of any one else. As soon as any organization tries to control, dictate to, or interfere with others, in any of their rights, it becomes so far a treasonable organization, a spurious government set up in antagonism to existing authority, and any one who assents to, conspires at, or attempts to enforce, such rule is just so far a conspirator and a traitor. One Government is enough for any man, and certainly enough for any true, loyal American citizen, where the people can make or unmake the laws, elect the judges, impeach and remove them if they are corrupt, or unjust or incompetent, and can change them, when unsatisfactory, through a popular vote that will change the administration or the laws by which positions are held. It is much better for those who think they have ills, to endure them for the time, and seek a change by legal methods, than to rush into the ills of the subversion of the laws, the disobedience to the courts and, virtually the overthrow of existing Government, bringing in anarchy and dissolution of society and all its obligations.

FIFTY YEARS AS EDITOR OF ONE PAPER

(Continued from Page 41)

fast, at dinner and at supper. It is indeed a voice, and a large and resonant one.

I know of no more prompt, direct, intelligible and certain way of speaking to men in this twentieth century than through the press. It is the nearest approach to the living voice which is universal.

GOOD FELLOWSHIP, GOOD MORALITY, GOOD CHEER AND GOOD CITIZENSHIP.

From Monsignor Joseph W. Hendrick, The Church of the Holy Cross, Ovid, N. Y., December 14, 1908:—

Dear Friend:—It affords me great pleasure to be able to congratulate you on the golden jubilee of a paper so useful as is the Seneca Falls *Reveille*. A great man once said he did not care who made the laws, if he could write the poetry of a nation, and I am sure that idea extends the same to the moulders of opinion, in poetry or in prose. The song expresses the idea, in a form maybe more easily remembered, but the keynote is sounded just the same. Mr. Dana of the New York *Sun*, told a friend of mine, that he considered the *Reveille* and the Yates County *Chronicle*, under Mr. Cleveland, the best two country papers in the State. That was many years ago, and in my humhle opinion, the *Reveille* is like good wine, it grows better as it grows older.

Yet, I am sure the flood of recollections, brought about by fifty years of earnest labor in journalism, are not all of one's rosy happiness, nor of sadness—as all human happiness has the dark, as well as the silver lining to the clouds, sounding the notes of sorrow, the memorial notices, of the noble, the just and the true, or expressing the joy of the merry wedding bells, in sunshine, and darkness, rise up the memories of half a century.

Good citizenship, good morality, good fellowship and good cheer were brought about by the weekly visits of the Seneca Falls *Reveille*. Last, but by no means least, good Democracy, which of course means good citizenship, owes the paper a great debt of gratitude, as like the sturdy oak, it withstood sunshine and storm for the true faith. I hope it will have its present editor, when the Democracy of President Cleveland and Tilden, Governors Hill, Harmon and Johnson, which all signs seem to indicate, will be again triumphant.

FOR LOCAL IMPROVEMENT, EDUCATION AND HISTORY.

From Charles A. Hawley, L.L.D.:—

An unwise lawyer had a motto, "Whenever you have a bad case, abuse the opposing attorney."

When I first began to read the *Reveille*—now more than forty years ago—it was a bright, newsy, acidulous sheet, too much given to following the motto of the unwise lawyer. But advancing years have brought wisdom, mellowness and geniality until now, except for some symptoms of hydrophobia—a tendency to become rabid about water—it is only rarely that the old-time acidity is found in its columns. I have often occasion to disagree with the *Reveille*, but one can disagree and yet admire.

It has always been an enthusiastic advocate of village improvement and of the uplift of our village life.

In matters of education it has always striven for what was highest and best. The high character of our public schools and school buildings is largely due to its influence and power; and to the unflagging and intelligent zeal of its editor as a long-time member of the board of education.

As a collector of that sort of local news and gossip which makes a paper a history of village happenings, it has always stood in the first rank.

Typographically, the *Reveille* has been a model. For years it steadily refused to deface its fair pages with illustrated advertisements, but when illustrations improved, and it was obliged to yield to the inevitable, it did so with such judicious restraint that it remains, as an example of the printer's art, the handsomest village paper in all this region.

I congratulate the *Reveille* on its long and ever-improving career; and you, its editor, upon a half century of successful work.

MODEL OF THE COUNTRY PRESS.

From C. K. Sanders of the Nunda *News*:—

The fact that you are approaching your fiftieth anniversary as editor of the *Reveille*, calls for sincere and hearty congratulations on your half century of highly successful editorial work.

I have often marveled, on looking over the *Reveille*, as it has been my pleasure to do so, every week for the last forty or more years, how you found time to write so much, as the columns of the *Reveille* have ever been filled with matters of interest. Your paper has always been the model for the country press to work up to and as a co-worker in the country press vineyard for about fifty years has always been my admiration.

DIGNIFIED, STRONG, HONEST.

From Luke McHenry of the *Madison County Times*:—

For twenty years of the fifty years the *Reveille* has been edited and published by you, it has come to my desk, and it has been read by me much more generally than any other paper in whose publication town I had no local interest. I regarded the *Reveille* as a paper of the "Old School," written in good English and carrying with the conspicuous personality and firmness of its editor as I knew him, and as I long ago concluded he was regarded in his home community; I looked upon the paper very much as I used to look upon the *Sun*, the *Herald* and the *Tribune*, under the elders Dana, Bennet and Greeley. The *Reveille*, dignified, strong of character and honest, the very opposite of sensationalism and yellow journalism so much demanded today, has been for fifty years at least a great credit to journalism. I shall hope it may continue many years more in the same path before it comes to the "parting of the ways." I have used the shears very liberally on the *Reveille*, and in whole or in part have used the clippings, or permitted them to guide my pen.

CLOSE TO READERS, STANDING BY THE TOWNSMEN.

From John A. Sleicher, President of the Judge Company:—

I had intended to accept the invitation of many of your townsmen, to attend the banquet in honor of your golden anniversary, on Tuesday evening next, but I find it impossible to leave New York on that date. I cannot forego the pleasure of writing to you, however, a word of sincere congratulation on the excellence of your work in the newspaper field. We have been associated together, as members of our State Editorial Association, for many years, and one of my pleasantest recollections of that connection, has been of the friendship it has developed with so many of the bright and shining lights of weekly journalism, men like Brother Bunnell, yourself and others I could name, who in their declining years, can look back upon a record of achievements for their respective constituencies, with the proudest satisfaction. The editor of the weekly newspaper gets closer to his readers than the editor of a daily, because he enters into the home life of his readers and in many instances is a welcome visitor at their firesides. The tribute that is paid to you is therefore a special evidence, not only of the friendship of your townsmen but also, of their affectionate regard for one who has stood with them and by them, in season and out of season. I join most heartily in the felicitations of the occasion and in the wish that is being heard on every side, that you may be spared for many years to continue the work in your chosen profession which you have done so long and so well.

HIGH CHARACTER AND INSPIRATION.

From A. O. Bunnell of the Dansville *Advertiser:*—

As you near your fifty year goal in the editorship of the Seneca Falls *Reveille,* I cannot withhold words of praise for the high character of the work you have done. The *Reveille* has been an inspiration, an incentive to better lives to all who have read it, a measureless power for good in the community in which it has been published. Its influence has widened by its example to brother editors throughout the State, for sincerity, earnestness, courage, wisdom, courtesy and tact. I have felt this in my own editorial work which lacks but two years of equaling yours in point of time.

These fifty years have witnessed great advance in editorial endeavor and accomplishment, but there has been no more sincere devotion to the best in journalism than that given by our early contemporaries who have fallen in the front ranks of the battle for right.

ANOTHER SEMI-CENTENARIAN, GROWS INSTRUCTIVELY REMINISCENT.

From E. S. Averill of the Palmyra *Courier:*—

I very well remember reading the first issue after the *Reveille* passed under your control and I think I have read every issue of the paper since that far-away date to the present time. I bought the *Courier* in 1856, and two years later, Mr. Tinsley purchased the Lyons *Republican,* and about the same time the *Reveille* came under your management. Well, you and I are still in the harness, but our mutual friend and well-beloved associate has passed over to the other side. From the very start your paper took a prominent position in the local newspaper field and it has steadily advanced in popularity and influence to a degree that is very seldom reached by a weekly publication. You have every reason to feel proud of your record dating over so many years; and I am rejoiced to know that these long years of excellent work has been appreciated not only among your own immediate citizens but by friends and admirers all over the State. It is a well understood fact that in its handsome make-up, in its editorials and local matter, the Seneca Falls *Reveille* has no superior between New York and Buffalo.

During our long newspaper career we both can probably recall many pleasant reminiscences, and some that gave us keen pain. Newspaper work has its sad as well as its pleasant side.

CLEAN IN PRINT AND READING.

From Edgar Parker of the Geneva *Advertiser Gazette*:—

You ante-date my beginning nearly four years, for it was in May, 1862, that I became editor of the Geneva *Gazette;* but I have been continuously so since that date. Many have been the times that I have studied your editorials for inspiration, and obtained it. I always admired a clean paper, both in print and reading, and one will have to travel a long way to find another *Reveille* to reach his ideals. God bless and spare you many more years of just such honorable service!

HIGH AIMS AND KINDLY SPIRIT.

From Rev. Arthur Copeland, D.D.:—

Editor of *Reveille:*—Half a century in journalism in this age of light and progress means a vast opportunity, unequaled, lost or improved.

If what we are depends upon the condition of our minds, so that as a man thinketh, such is he—then the press, especially the country press, is vastly responsible for actual world conditions, as a chief source of men's ideas.

Has the American press ever aroused itself to see that it has really a mission? Does it exist to sell papers or to save souls, in the large sense of that term?

The editor or publisher who leaves the impression that he and his publication exist chiefly to please the public in order to be a financial success, is a back number, he is not up-to-date, and his obituary notice can be written in one word, FAILURE.

And here it is that I, with hosts of others, can bear testimony most gladly to the high aims, the gentlemanly and kindly spirit, the broad and charitable vision, the honest and painstaking labors, and the marks of unusual editorial ability, which have uniformly characterized the columns of the Seneca Falls *Reveille,* and the pen of its genial and versatile proprietor. It has helped to lift up, rather than pull down. It has brought the message of good cheer, and in a typographical form so correct and pleasing, as to add to the force of the message.

It has ministered to men, not to make money out of them, but to make better men of them. Faults are upon all that is human, of course; but the general drift, the ruling aim—that is what must be the test. And by that test, the *Reveille* must be judged as far superior to the average of its contemporaries.

May it continue to make for justice, for friendship and for good living, and may its editor, though he has not gained treasures of earth by fifty years of conscientious and arduous work in his profession, be assured that he is already rich in the esteem of those who know a man when they see one, and a paper when they read one.

RELIABLE IN ITS NEWS.

From Rev. H. Grant Person, The Eliot Church, Newton, Mass., Dec. 19, 1908:—

Dear Mr. Stowell:—I am enclosing my check for a renewal of the *Reveille.* I should feel lost without its weekly visitation with a budget of fresh news from Seneca Falls. I also learn with surprise and pleasure that you are just closing fifty years as editor-in-chief. I cannot refrain from congratulating you most heartily on that fact. It hardly seems possible, in these times of changing methods and ideals, for one man to remain at such a post for half a century and keep fresh and up-to-date in the work as you have done. I have read the *Reveille* now for more than ten years and am one of the large number who consider it nearly a model village newspaper. It is attractive in general make-up and more attractive in contents. It is reliable in its news. The unpardonable sin of the modern newspaper is a sacrifice of accuracy in a desire to give the public the news hot. It is really a serious fault. The public can far better wait an hour or a day or a week and be sure that what it reads is true. This has been your policy and it is worth mentioning. A newspaper is something far more than a medium for disseminating the news of the day. It holds a place of power second to none. As a moulder of public sentiment on local and moral issues you have a trust as sacred as any man in the community. In some of these issues you and I have disagreed. It might be strange if two men, dealing in ideals, did always agree.

I hope you will enter upon the second half century with a young heart and happy in your work. And I hope that we may have the news from your pen many years to come.

HAS CONTAINED VOLUMES OF BIOGRAPHICAL SKETCHES.

From Mrs. S. A. Wetmore:—

In today's issue the *Reveille* blows a prolonged blast on the jubilee trumpet, and proclaims far and wide the celebration of Mr. Stowell's fiftieth anniversary as its editor and publisher. All old readers of the paper will wish to commemorate his long and successful management, and to mark the day with a red-letter.

Through fifty summers and winters the *Reveille* has been a weekly visitor, always bringing a budget of news, always bearing the marks of extraordinary care both in its matter and manner.

We have been proud to send it to distant friends, certain that it would find no superior wherever it might wander. The high standard established in its youth has never been lowered, and for half a century it has been a silent educator in neatness, accuracy, correct spelling and punctuation.

In one department the *Reveille* has been without a peer, and its record especially noteworthy. Of the twenty-six hundred members edited by Mr. Stowell, nearly every one has contained several obituary notices, and it is within bounds to reckon as the work of his brain nearly three thousand of these biographical sketches which often filled a half column. To write volumes on a changeless theme, selecting the salient points of individual character and describing them in words at once fitting and consoling to those who mourned, this has seemed to many the most remarkable part of his editorial labors. At times, when the sense of his own personal loss was keen, his hand must have faltered and his pen lagged, but the finished article bore no sign of the struggle.

These word portraits form a most valuable addition to our county history, and will be a lasting memorial to the delineator.

May this year of jubilee prove to our veteran editor, as to the children of Israel in the olden time, a season of rest, festivity and freedom from all care!

"TAUGHT TIME TO STAND STILL."

From Mrs. M. R. Silsby, The Sanitarium, Clifton Springs, Dec. 15, 1908—

My Dear Mr. Stowel:—It is difficult for me to realize that you have been editor of the *Reveille* for half a century.

Though you have in personal appearance, almost taught Time to stand still, your paper has not—but it has been always on the side of progress, and for the betterment of things in your town—as also for the world in general.

As editor, you "have kept your course truly"—and given us a *Reveille* of uniform excellence. Will you allow one appreciative friend and reader to tender thanks and congratulations, on the occasion of this semi-centennial, and wish sincerely that for the *Reveille* and its editor may "Many years of happy days befall."

Very sincerely yours,

M. R. SILSBY.

AN APPRECIATED WEEKLY MESSAGE.

From Rev. E. B. Van Arsdale, *Interlaken,* Seneca Co., N. Y., December 22, 1908:—

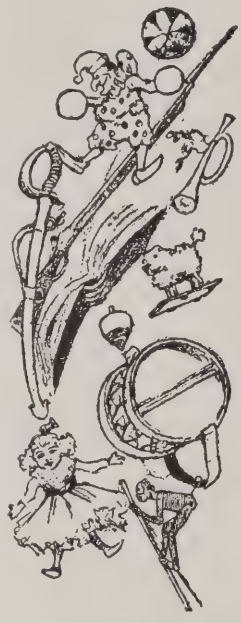
Mr. Henry Stowell:

My Dear Sir and Brother:—It is not often that one has the opportunity of congratulating his friend on the rounding out of fifty full years of service, such as yours has been as editor of the *Reveille* for the past half century. And I gladly seize the opportunity that now comes my way. It is a pleasure to receive the weekly message that comes through your courtesy in the pages of your papers. May I express the sincere wish that you may yet enjoy many years of pleasant activity like those over which your thoughts turn backward at this time.

Each of these letters closed with the kindliest good wishes. We have printed these testimonials to a model home newspaaper more fully than we intended at first, but we found so much that must prove useful and inspiring to newspaper-makers all over this land, that we did not have the heart to cut out anything that bore in any way upon the editor's work, knowing that in the whole, every one must find something directly bearing upon his own life as a member of so responsible a calling.

The Christmas Stocking

A Parody by FRANK J. BONNELLE



How dear to this heart is the stocking of childhood when fond recollection presents it to view! On Christmas St. Nick came from frost whitened wildwood with every loved toy which my infancy knew. The wide spreading chimney, the sled which stood by it, a horse and some books—I remember them all—a doll for my sister, and baby house nigh it, and then the full stocking which hung on the wall—the Santa Claus stocking, the bountiful stocking, the Christmas morn stocking which hung on the wall! The well stuffed envelope I hailed as a treasure as early that morning I opened my eyes and found there the source of an exquisite pleasure, the purest and sweetest that nature supplies. How ardent I seized it with hands that were glowing and back to my white sheeted bed went with all, then soon, with the emblems of love overflowing, was happy in what to my lot did befall—the Santa Claus stocking, the generous stocking, the Christmas morn stocking which hung on the wall! How sweet through its round open top to explore it as poised on my knee it inclined to my view! Not a hot, tempting breakfast could make me ignore it for longer at most than a minute or two. And now, far removed from the loved situation, the tear of regret will intrusively fall as fancy reverts to my youth's habitation and sighs o'er the stocking which hung on the wall—the Santa Claus stocking, the plethoric stocking, the Christmas morn stocking which hung on the wall! But grown people find there's a later sensation as grateful as any they felt long ago. It comes when they witness the glad exultation which on Christmas morning their own offspring show. And now, dear old Santa Claus, let me petition your favor for children, both large ones and small. Bring all the bright hopes to the fullest fruition that rest in each stocking which hangs on the wall—the wealthy child's stocking, the poor urchin's stocking; yes, fill every stocking which hangs on the wall!

(From the Hillsdale, Mich., Democrat. See Page 39)

ADS OFF FRONT PAGE.

A gardener who kept his wheelbarrow, his truck-cart, his mule and his manure pile in front of his pretty cottage would be looked upon as one devoid of appropriateness and taste. Just so with a newspaper man who ruins his front page effect with advertisements. There is room elsewhere for ads. Treat all customers alike by admitting no front page positions, Your troubles on this score will be short-lived.—*Western Publisher.*

"A GREAT HELP."

DREXEL, Mo., December 30, 1908.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed find check for $4.00, for which please credit me with back subscription and send me the NATIONAL PRINTER-JOURNALIST for another year.

I have found the NATIONAL PRINTER-JOURNALIST a great help to me and I look forward each month with pleasure for it to arrive.

Wishing you a happy and prosperous New Year, I am,

Yours truly, GEO. W. RHEA.

Jas. A. Wood, salesman for Barnhart Bros. & Spindler, Chicago, called on the printers of Cleveland last month.

IMAGINARY COMPETITION--ITS EVIL EFFECTS

BY LUTHER C. ROGERS, OF ROGERS & HALL CO., AS DELIVERED BEFORE THE BEN FRANKLIN CLUB OF CHICAGO, AND PRINTED IN THE BEN FRANKLIN MONTHLY.

BEFORE discussing imaginary competition, it is probably fitting that we get our bearings. There may be some difference of opinion as to whether what I shall say, in part at least, is really true, or misleading imagination. It is recognized, I believe, in the trade and outside, that there are printing firms who encourage and solicit a class of customers who are not disposed to be over fussy or over critical, and who from beginning to end of a transaction have no designs on their printer.

Again reputation or character of work a firm does, or professes to do, may naturally attract the most desirable class.

For these and other reasons some of us may seldom meet that shrewd cunning man of commerce who believes that all is fair in business, as in love and war. However, do we not agree that in every business, profession and calling there is a place for the imagination? If any man present has pushed through the crowd and is successful in his business without drawing largely upon his imagination for assistance, allow me to say, fate has been kind. He can be thankful indeed.

Should any one present, representing a favored printing firm, if there be any such, think before I finish that I go to the extreme, let me assure him that what I shall say has been learned in the school of experience; from trying to do printing with a press thirty years old, with material, employes and for a class of customers such a press would naturally attract, to doing printing with the latest improved equipment, up-to-date methods and their corresponding attractions.

The purpose of the discussion thus far is that we may better understand each other, with reference to the subject, and I have endeavored to make this point that some of you through individual experience, may disagree with the argument in some particular, though I dare say, that not a statement will be made but has been the experience of more than one present.

Now for a thought on that faculty of the mind—imagination. The student of human nature attempts to read actions as well as words. He thinks, he studies, he learns facts, he imagines, and when he has learned how to think, how to study, how to acquire and use facts, *how to imagine,* he has a knowledge that is almost, if not quite essential, to the man who hopes for a reasonable degree of success in dealing with his fellow-men. The imagination, when properly cultivated and wisely used, is a great mental power. In my judgment it is one of the greatest gifts God can give to a business man. It will guide him through many a storm and enable him to escape many a shoal. On the other hand, the imagination poorly cultivated and unwisely employed, has probably caused as much sorrow and failure as any other one mental faculty.

The imagination plays an important part in the transaction of business. It helps materially—very materially—the business man or business men of a trade who understand and intelligently emyloy it. Of all businesses there is probably no greater field for an unfailing imagination than the printing business.

In our discussion we may give for our meaning of unfailing imagination this: A knowledge of human nature or the ability to see or know or find out what is in the other mind.

In order to act in our own favor or even only to be fair, we must be able to size up the other man. We must know what he has done, what he is doing and thinking, and what he intends to think and do. We must focus the imagination on all his thoughts and actions, and in some measure at least arrive at the goal of correct conclusions. But the great trouble is, our imaginations too often do not work correctly and consequently do not act effectively for our personal and rightful interests.

If our imagination always served us wisely and faithfully, there would be no cause for discussing imaginary competition. One reason why a knowledge of human nature is so necessary in business is because many buyers and many of our business men—yes, good business men, are not strictly or rather technically honest. They may have excellent reputations, be good citizens, good husbands and fathers, they may be ever solicitous of the purity of the home and that their sons and daughters do right and be honest, and yet these very men in business are misleading in the use of their words in their actions and otherwise. The business world does not call them bad citizens—they are not dishonest men. They are fine fellows, the world needs them. They are a credit to the community. The world is better off that they have lived and live, but as the poet with language has his poetic license so the business man has his poetic honesty. For example, Mr. Customer asks Mr. Printer to give an estimate for printing a certain catalogue. Mr. Printer makes the price $300 and goes through the usual formalities of trying to secure the order, but finally is informed that the business has been placed at a better figure, which statement may not, and very often is not, true. The honest customer, as well as the other class who has a spark of the finer feelings in his make-up, the man, I believe, who is loved most by his fellow-men, chooses the smoothest and easiest way to dismiss the subject and Mr. Printer. It may not be lower price. The customer prefers to say anything that comes to his mind that will least embarrass or offend—and the Printer does not get the facts. This order may be placed for $325 with Mr. Competitor, who happens to be keeping company with Mr. Customer's sister. Mr. Printer who does not secure the order goes back to his own office and on the next estimate figures on a 10% smaller margin than before. The Printer's imagination working wrong has deluded him into thinking that he figures too high and that his Competitor is figuring lower than he. The Printer's price of $300 may have been right, so far as the price goes, but there are other and different reasons why his Competitor gets the order very often at a higher price. Personality may win it; capacity for quick service may win it; reputation for quality may win it; a particular style of type shown may win it; a cover design may win it; persistency of the salesman may win it; a proprietor's interest may win it—there are a hundred things any of which might win business for a Competitor at a higher price, and yet with the first Customer and the second Customer and even the fiftieth Customer the Printer hears the same parlor pleasantry, "Placed at a better price."

These parlor pleasantry men are good fellows, but they have done, and are doing, a great deal of harm to our printing business, and though sometimes there is not much comfort and cheer in knowing the facts, yet after all, we must admire the business man, call him cold if we please, who is not afraid of the truth, and who will say to Mr. Printer, your price is right, but we prefer, for reasons, to place the order elsewhere.

I fancy some one has in mind where he has seen a Competitor's low price, and has been asked to meet it. Judge not that ye be not judged. Is it fair to a competitor or the printing business to hear or see evidence presented by one side, and by an interested party at that, and pass judgment? A case in mind is where a Customer had made up his mind to give a certain catalogue to a certain Printer. Mr. Customer gives his Printer the exact specifications and instructions as to good style, good quality, etc., and asks for price. His Printer's price was $475. The Customer calls in Mr.

Continued on Page 55.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

I AM aware that there's many a newspaper man at times bowed down in despondency and self-disgust over the fact that it seems to have been his destiny to be the maker of a small country paper rather than publisher of one of the greater weeklies or dailies. And how frequently do we hear it said of one or another of the more gifted among us, "What a pity, indeed, that he is not in a larger field!"

But why this despair? Why this pity? Does it not require more true greatness to succeed under trying circumstances, in cramped and poverty-ridden quarters, than under the auspices of power, oppulence and popularity? Is it not a far more stupendous task to successfully edit, publish and print the more insignificant of country weeklies, than to be the proprietor of one of the greater, wealthier publications? Which, may I ask you, takes the more true grit, energy and determination, which takes the more genuine genius, worth and ingenuity, the more fine diplomacy and real executive ability—which is more clearly and certainly the crucial test that calls to the surface more of the true steel of a man's makeup, the little position or the greater one—the little position, without men, means or machines, or the greater one, with all these, the machines to do the work, the men to operate them, and the means to provide and pay for both?

Conclusively the former position is the mill in which real greatness is made. The grind is forsooth monotonous, at times, but the reward is sure to those who excel. The greater positions are but higher rounds within the reach of him who is faithful in little. Therefore, let none of us despair. Let us "love our work" at least to such a degree that we can perform the drudgery of our present lowly places with the same care and consideration that greater things seem to merit, so that in the end, if Fate shall have apparently cheated us of our legal goal, we may have this cheering thought to solace us in our hour of lamentation: "I did my best."

The Shelton, Nebraska, *Clipper* is not a new publication in my hands. But it is one of these kind of papers that one is always glad to see again—yea, again every week in the year. Exhibit 1, being a reproduction of the initial page, bears me out in the claim that the *Clipper* makers appreciate a clean front page and know pretty well how to make it up attractively. There is one important thing, however, which should not be overlooked in the making up of a front page of a newspaper or in the composition of any page of type, and that is the center of balance. This center of balance, as nearly all good printers must feel instinctively, is just a trifle above the real center of the page. The darker mass represented in the "Matters Personal" heading in this reproduction, is away below center, a defect that might have been overcome by using shorter headed articles above it. The news-service offered by this publication is especially praiseworthy, and the editorial work is highly pleasing. The advertisement composition is evidently the work of a skilled and experienced hand, and the press work gives similar evidence. The arrangement of the matter in the other pages, however, might easily be materially improved by the inauguration of the system of throwing all the displayed work

THE SHELTON CLIPPER.

VOL. XXIX. SHELTON, BUFFALO COUNTY, NEBRASKA, FRIDAY, NOVEMBER 13, 1908 NO. 19

WILLIS E. MOORE HAS SERIOUS ACCIDENT AND NARROW ESCAPE

Run Over by Heavily Loaded Wagon and Escapes With Only Painful Injuries.

GOVERNOR SHELDON SPRINGS SENSATION

STRUCK FATAL BLOW WITH FIST

PROMINENT FARMER NEAR MILLER COMMITS SUICIDE

Frank L. Merryman Shoots Himself in the Neck as a Result of Domestic Trouble.

FATAL ACCIDENT OCCURS AT RAVENNA

FORGER ARRESTED BY OMAHA OFFICERS

NOT SO BAD AS IT LOOKED AT FIRST

BAD WRECK ON UNION PACIFIC IN WYOMING

ARRESTED ON A SERIOUS CHARGE

Matters Personal.

COMPANY PAID FOR DAMAGES

GAVE A VERY "SOAK" SHOW

No. 1

to the right hand side of the pages, and carefully graduating the same, starting with the largest space at the bottom, as I have so often explicitly indicated in past installments.

There is much to commend in this copy of the Danbury, North Carolina, *Reporter,* even though, as we proceed in its scrutiny, many faults may come to view. It is an eight page, six-columned sheet, with a single sheet supplementary insert, all of which is home set and home printed. In so large a paper the appearance of a single displayed ad, even though that ad's display may be somewhat subdued, is wholly inexcusable on the first page. I think, too, that if the *Reporter's* force of workers would devote a little study to the better class of newspapers they ought surely to get suggestions in the way of makeup and styles of headings, etc., that would work a needed improvement in their own sheet. There is an abundance of advertising matter in this big paper, along with the abundance of reading, and all of it has been treated in a fairly pleasing fashion, De Vinne faces predominating.

A feature connected with the publication to which the foregoing paragraph pertains, and one which deserves special mention, is the inclosure with the main paper of two supplements, each of which is gotten out to cover, and especially for, another separate field or territory. One of these has been mentioned as "the single sheet insert," and is entitled "The Madison Special," while the other, entitled "The Greensboro Drummer" is another six-column quarto, fully as large and replete with news and advertising matter as the main sheet. These papers surely represent an enormous amount of work, a remarkable business and much enterprise on the part of the publisher.

Exhibit 2 is an advertisement specimen from the Shelton *Clipper*, which demonstrates both the ability of the compositor and the utility of the old-time De

Remnants of Dress Goods
The accumulations for the last sixty days go on sale Saturday at
Half Price
Don't miss this opportunity as many of these ends are enough for a suit. They include Broadcloths and Fancy Suitings in lengths of from 2 to 8 yards.
Don't Delay if you need a New Cloak. They are selling fast, simply because the values we offer cannot be matched anywhere.
The Summit warm lined Clothing for men and boys needs no introduction. They are superior in every way and cost no more than the common kind. See them and you will buy them.
Hansen & Bernhard

No. 2

Vinne series. There is but one prominent defect in this piece of work, namely the setting of the words "Half Price" in too large a letter.

I wonder how many readers of this department of the NATIONAL PRINTER-JOURNALIST received a copy of the *Barnhart Flyer*, a publication the initial number of which was dated October, 1908, and which was gotten out by Barnhart Bros. & Spindler, presumably to exploit their type faces. I supposed at the time of receiving this initial copy that the thing was to be a regular feature of that firm's advertising plans, but I have since failed to see any succeeding copies, and therefore conclude that it was but temporary. The contents of this publicity sheet were excellent, much of this being of benefit to members of the printing craft, well selected with the intention to instruct and entertain. The mechanical makeup was well nigh ideal, too, as was also the impression. The only feature anent which I could reasonably offer adverse comment was the typography, especially as pertains to the selection of head-faces, etc. This is, too, the very point in which it seems to me such a paper should have excelled, where the choice of type was surely as nearly unlimited as it practicably could be. The *Flyer* was made up as nearly in duplicate of the real country newspaper as possible, being a seven-column folio, with some extremely creditable advertise-

CURTIS & HARDIN CO.
REGULAR ANNUAL NOVEMBER SALE
Exceptionally New Styles
in Fall and Winter Garments
A comprehensive showing pre-eminent among the exclusive features of which are many interesting high-class examples in Opera Coats from the leading designers of Paris and London as well as from the best makers in this country. The wide price range of twenty-five to two hundred dollars embraces coats that will meet with personal preference most satisfactorily
Women's Evening Coats
Exclusive Styles
Made of an extra fine quality broad-cloth cut fifty two inches long and with a choice of the best quality silk or satin lining. The model is cut on lines which duplicate those of the much higher priced garments
$27.50
Another Model
Double-breasted, semi-fitting thirty-six inch coat suits in black, navy and brown worsteds, satin lined throughout – new cluster pleated skirt, the front and back is gored The model is cut on lines which duplicate much higher priced garments
$42.50
Great Reduction in Woolen Blankets
$3.50
$9.00
$5.00
Lace Curtains Save You
¼ to ⅓ in the November Sale
$5.00
$7.50
$9.75
Curtain Materials
"Quality" Furniture
November Sale Prices
$20.00
$32.50
$25.00
$25.50
$22.75
The Annual November Sale of Oriental Rugs
Ghiordes Turkish Rugs
$40
$50
Beloochistan Rugs
$15
Small Orientals
$3.50
$6.85
Special Features in Limoges China

No. 3

ments in it. Since many of these are exactly what readers of these columns come daily in contact with, I reproduce the best as Exhibit 3. In following out the style of composition shown herein, the compositor cannot go wrong.

I have a note from Van V. Boyce, foreman of the Dallas County *News*, of Adel, Iowa, in which he says:

DEAR BYRON:—Am sending you copy of above paper, containing full-page ad of "The Leader." Please point out its

weak spots in the N. P.-J. I certainly appreciate your work, and wish you would dissect this ad, also any others you may find.

Now, Friend Boyce's note is dated November 15, whereas the copy of the *News* to which I take it he refers, bears date of January, just a year ago. And the ad he calls my attention to, if I am correct in securing the proper paper, is a corker. I do not believe it is the work of Mr. Boyce himself, because I know he can do better work than this. I dislike to cause the NATIONAL PRINTER-JOURNALIST to spend money and devote valuable space in the reproduction of such work, and therefore shall satisfy myself with briefly pointing out that which I consider the "weak spots." In the first place, this specimen has been built of material that is scarcely inspiring to the compositor nor conducive to attractiveness; and in the second place, nearly every panel and column in the ad has been too snugly filled up, thereby producing that crowded effect that lends a degree of ugliness above everything else. The absence of leaders in the long price lists is another extremely objectionable feature, and the manner in which the signature has been composed is amateurish and unsightly. There are better advertisements in this same copy of the *News*, for instance, that of H. V. Rickerson on the opposite page.

What a great paper the Dakota *Republican* of Vermillion, S. D., continues to be! I still have my artist's eye hurt, however, by those ads on its excellent front page. Publishers Willey & Danforth are stubborn in-

Hammered Copper and Brass.

We have a fine line of these goods, made by the Benedict Mfg. Co., and the only goods of the kind made in the U. S. Fashioned into all sorts of useful and ornamental designs—fine gifts

Hand Painted China.

Painted outside of the studio by expert artists. Selections made in this line are always appreciated; there is nothing mother, or wife or sister would like better. Some fine choice pieces at very low prices

Books! Books! Books!

Here is where your selection will be an easy one. Former showings cannot compare with our stock this year. . . . Fine Gift Books. Leather. Celluloid and Plush Books, and all the new novels.

Military Brushes, Clothes Brushes, Hair Brushes, and Mirrors.

In Sterling Silver, Plated Silver, Stag, Ebony, Alligator and Cocobola. A fine assortment, and at low prices. Look them over.

Our Cut Glass Department is Wonderland In Itself.

There is nothing in this line but what we can supply. The new designs are beauties and appeal to the particular buyer.

Studio Hand-Painted China—White's Art and Pickard's,

We present an excellent display of Studio Hand painted China, choicest of patterns and places.

Burnt Leather in Pillows, Full Skins and Novelties

A high class grade of goods for high class presents; an article to fit any purse, and appropriate for any person

Fancy Papeteries of the Highest Grades are in Stock.

These fancy boxes of stationery offer a happy solution to the holiday shopping question; prices low.

Be An Up-to-Date Santa Claus!

THERE are no difficulties in the way if you make your selections from our Profuse Array of New Christmas Novelties shown for the first time this season. Our stock develops in the highest degree Pleasure and Profit in Buying, Delight and Satisfaction in Receiving, insures a Merry Christmas to all.

Christmas Buyers' Opportunity

We are offering our patrons the advantages that come from the happy combination of a Superior Stock, a Large Assortment and the Fairest Prices. Make your selections from this stock and get Better Results and More Satisfaction than ever before.

Presents to Please One and All!

In gifts for old or young you will find your wants anticipated. We place at your disposal pretty remembrances at small cost, or more elaborate articles if you prefer them.

C. F. LOTZE

Toys! Toys! Toys!

Our Toy Department shows everything that can be desired in the way of gifts for the little tots. Such an assortment as decorates our Special Toy Room has never before been shown in Vermillion. Come and see.

Sterling Silver! Everything from Novelties to Dinner Sets.

Here you have a chance to secure a handsome and useful present at a very low cost. Assortment is complete in every particular

Jewel Cases, Ink Stands, Clocks, Trays

In fine rich Gold, Silver and Brass. In looking over our stock don't forget to inspect these goods. Gifts from this line would be highly prized

Pictures of All Kinds in Big Variety.

Our Picture Department is a veritable art gallery. It contains everything in the line of pictures for beautifying the home, and at a very low cost.

Burnt Wood in Fancy Designs.

Burnt Wood Work is all the rage, and our display this year shows up some handsome new designs in a large variety of useful and ornamental articles for the holiday season.

Watches of All Kinds at All Prices.

Here is where we can give you the very best of service and furnish you with a useful and appropriate gift. We have watches for ladies, for gentlemen and for the young folks.

Musical Instruments in Abundance.

Violins, Guitars, Mandolins, Banjos and Accordeons of the very best qualities and grades. If it's a Piano or an Organ that's wanted, we can take care of your order just the same

Jewelry! Jewelry! Jewelry!

We are prepared to show holiday shoppers the latest of everything in this department. Necklaces, Chains, Lockets, Rings, Scarf Pins, Stick Pins, Hat Pins, Brooches, and all the novelties

No. 4

dividuals, to say the least. And their ad-compositor is just as handy as he ever was. What a brilliant sort of genius that Will Chamberlin is, too, who writes those "Random Reflections" for the *Republican*. Exhibit 4 is one of this big paper's good Christmas ads.

A very attractive advertisement is this (Exhibit 5), taken from the paper just reviewed above. The wording is good, also, being brief and exactly to the point.

The
Headlight Print Shop
HORTON KANSAS

Producers of High Grade Job Printing

The Headlight has the best equipped Job Department this side of St. Joseph or Topeka. We would like to prove this statement. A trial order would be a mighty convincing argument. And we'll take chances on your giving us a second order

No. 5

It is seriously questionable, however, whether the underscorings of the central displayed lines increase their importance or their strength. I think not.

This very pleasing specimen shown as Exhibit 6, comes from the office of the Monroe County *Democrat*, Sparta, Wisconsin. Editor J. W. Spaulding sends it, with a request for my opinion. My opinion is that it is a very creditable piece of work. I call particular at-

Make Room Sale!

For Ten Days, Commencing Saturday, November 14th TILL Thanksgiving, November 26th

The Fair
"The Store that Saves You Money"
Sparta, Wis.

For Ten Days, Commencing Saturday, November 14th TILL Thanksgiving, November 26th

JUST NOW the most important question with us is room. The new holiday goods pouring in on us daily make our problem a serious one. That is exactly why we have planned this sale. We have an immense amount of merchandise to move and are going to do it in ten days. You know what that will mean. Prices on every hand show how anxious we are for room. . . . WE NEED the ROOM and YOU GET THE BENEFIT

NOTICE THE PRICES in our clothing department. You will need that suit or overcoat before Thanksgiving or Christmas and it will be to your benefit to get it now, while you can save a few dollars. Remember our stock is full now—no leftovers, and you have a good opportunity to make your selection.

A Few Grocery Specials Look at Them

Ladies Cloaks and Furs

Offerings from our Tinware and Crockery Dept

Rubber Goods Values

We Pay the Highest Price for Butter and Eggs. We Buy FURS - Bring them Here. Highest Market Price Paid

No. 6

tention to the uniform typography, the sane whiting out, the symmetrical layout, the control of display. Brother Van V. Boyce can especially appreciate my foregoing criticism of the specimen he submits by comparing his ad with this one.

O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—Under separate cover I am sending you several copies of my paper, the Horton *Headlight*, for

inspection and criticism in the NATIONAL PRINTER-JOURNALIST, of which I am a subscriber. I enjoy reading your criticisms very much. Yours very truly,

CHAS. H. BROWNE.

The Horton *Headlight* is a well impressed, and well edited, six-column, all-home-printed, quarto weekly of Horton, Kansas. The local news service is thorough and the editorial work creditable. The mechanical makeup is generally tasteful, with the exception of the disposition of the displayed ads. The defect in this is that they are scattered here and there throughout the various pages, instead of being systematically collected to one side of the page. The appearance of the displayed advertisements on the first page is also to be deplored, especially in a paper affording so much available space on inner pages. The *Headlight* carries the Union label and is alive and modern in every respect.

As I have remarked before, I am always glad to have the old friends drop in again upon this department, but especially does it please me to greet a new face occasionally. Such is the Shawano County *Advocate*, of Shawano, Wisconsin, in whose introduction Editor E. J. Scott writes as follows:

SHAWANO, WIS., December 9, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR AND BROTHER:—I just received my Christmas NATIONAL PRINTER-JOURNALIST and noticed some of the ads there. I believe that some of the ads in the *Advocate* will compare with those published. Under separate cover I am sending you one or two copies of the *Advocate*, and if you think they are worthy of any notice, why say what you think of them. Am also sending a blotter which we got out a few days ago, calling attention to our new holiday borders.

Yours very truly, E. J. SCOTT.

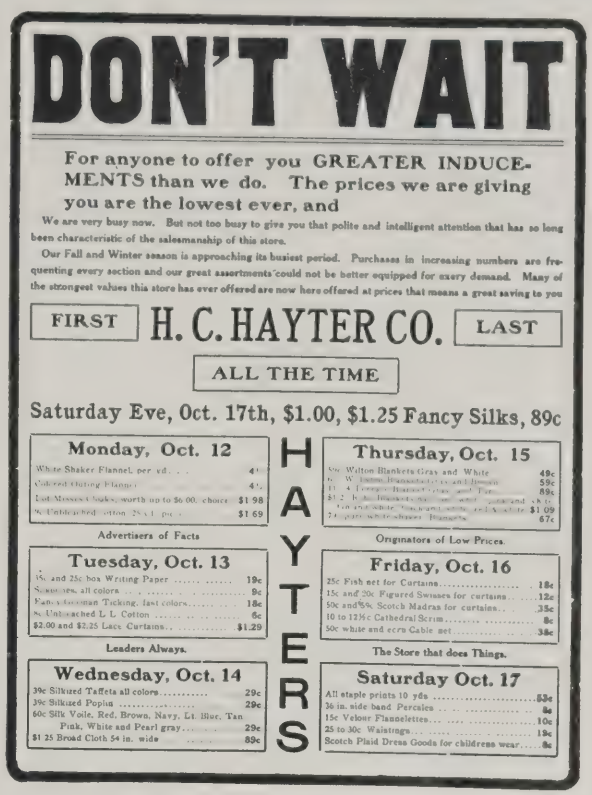
The *Advocate* is a seven-column quarto on ready-prints, but even these four spacious home-printed pages are insufficient anon to hold all of the stuff for the

Where a Dollar Does Its Duty
This is, always has been, and always will be the store of the people, where a dollar does its duty—ITS FULL DUTY. Does all you may expect of it, does all that any dollar can do in any retail store in this state. You will always find the lowest prices prevailing here on dependable merchandise, and no matter what you see in print about the MATCHLESS OPPORTUNITIES happening elsewhere and continually challenging customers, you will find equal merchandise here for the same money, or better merchandise for less money. And while this store exists we will carry out these principals.
H. C. HAYTER CO.
FIRST, LAST, ALL THE TIME.
Silk Sale Saturday Evening, October 31, Every 5th yard FREE
Monday Oct. 26th
$3.50 Black Silk Waist $2.99
4.50 French Batiste Waist, colors $3.79
4.25—$4.50 Net Waist $3.69
6.00 Silk Waist $4.98
5.00 Black Silk Net Waist $4.29
9.00 Black Silk Net Waist $7.50
EVERY LITTLE HELPS.
Tuesday, Oct. 27th
Michigan L. L. Sheeting 6½c
Uncle Sam Bleached Sheeting 6c
Pride of the Loom Sheeting 8c
Lonsdale Sheeting 8c
Hill Half Bleached Sheeting 8c
Lonsdale Cambric 11c
THE STORE THAT DOES THINGS
Wednesday, Oct. 28th
15c heavy ribbed hose for children 11c
25c heavy ribbed hose for boys 19c
25c heavy ribbed hose for girls 19c
50c fancy hose for women 35c
Holeproof hose, 6 pair in box, guaranteed six months, per box $1.50
Pays Stockings button to the waist 19c
HAYTERS
Thursday, Oct. 29th
25c Veiling plain and dots, all colors 18c
35c Veiling 25c
50c Veiling 38c
95c pattern veils 75c
$1.25 pattern veils 97c
$1.75 pattern veils $1.29
$2.00 pattern veils $1.59
MONEY SAVING BARGAINS
Friday, Oct. 30th
Ardee Flour, per barrel $5.55
Cream of Wheat Flour, per barrel 5.60
Victor Flour, per barrel 5.40
Bran per 100 pounds, sack included 1.15
Middlings, per 100 pounds, sack included 1.15
MAKERS OF LOW PRICES
Saturday, Oct. 31st
$6.00 Mens Fine Shoes $4.89
5.75 Mens Fine Shoes 4.68
4.00 Mens Fine Shoes 3.27
4.00 Ladies Fine Shoes 3.27
3.50 Ladies Fine Shoes 2.98
3.00 Ladies Fine Shoes 2.59

No. 7

regular issue, so that it has been necessary in all but one of the three copies at my elbow to include a full page insert. In glancing into this new-comers' face I am grieved to note that it is marred by that undesirable, but not uncommon, blemish—displayed ads, for which

there is surely an abundance of room on other pages. The *Advocate* gets a creditable print and the contents


DON'T WAIT
For anyone to offer you GREATER INDUCEMENTS than we do. The prices we are giving you are the lowest ever, and
We are very busy now. But not too busy to give you that polite and intelligent attention that has so long been characteristic of the salesmanship of this store.
Our Fall and Winter season is approaching its busiest period. Purchases in increasing numbers are frequenting every section and our great assortments could not be better equipped for every demand. Many of the strongest values this store has ever offered are now here offered at prices that means a great saving to you
FIRST H. C. HAYTER CO. LAST
ALL THE TIME
Saturday Eve, Oct. 17th, $1.00, $1.25 Fancy Silks, 89c
Monday, Oct. 12
White Shaker Flannel, per yd. 4½
Colored Outing Flannel 4½
Best Mosaic Clocks, worth up to $6.00, choice $1.98
9c Unbleached cotton 25 x 1 pc. $1.69
Advertisers of Facts
Tuesday, Oct. 13
15c and 25c box Writing Paper 19c
Suspenders, all colors 9c
Fancy Ticking, fast colors 18c
9c Unbleached L. L. Cotton 6c
$2.00 and $2.25 Lace Curtains $1.29
Leaders Always.
Wednesday, Oct. 14
39c Silkized Taffeta all colors 29c
39c Silkized Poplin 29c
60c Silk Vole, Red, Brown, Navy, Lt. Blue, Tan Pink, White and Pearl gray 29c
$1.25 Broad Cloth 54 in. wide 89c
HAYTERS
Thursday, Oct. 15
59c Wilton Blankets Gray and White 49c
59c W. [illegible] 59c
$1.4 [illegible] 89c
$1.2 [illegible] $1.09
2.00 [illegible] 67c
Originators of Low Prices.
Friday, Oct. 16
25c Fish net for Curtains 18c
15c and 20c Figured Swisses for curtains 12c
50c and 59c Scotch Madras for curtains 35c
10 to 12½c Cathedral Scrim 8c
50c white and ecru Cable net 38c
The Store that does Things.
Saturday Oct. 17
All staple prints 10 yds 53c
36 in. side band Percales 4c
15c Velour Flannelettes 10c
25 to 30c Waistings 18c
Scotch Plaid Dress Goods for childrens wear 8c

No. 8

are extensive and meritorious. Politically, this is a staunch Democratic paper, with an editorial department in which the editor ably and fearlessly lets his

Begin Your Christmas
SHOPPING NOW.
It will save time, worry and money. We urge our customers, especially our lady customers, to begin their Christmas Shopping now. For the past four years we have urged buyers to begin early, yet there are a great many who still wait until the last minute. Of course we keep our stock up to its usual point of perfection right up to Christmas, so you have a good choice anyway—the main thing is to avoid hurried buying and the crush.
Xmas Candies
In boxes, packed in the danties way. Candy makes a very attractive gift and we have the best line to pick from.
Xmas Albums
50c to $5.00
Xmas Post Card Albums are useful and something that will be appreciated.
Xmas Cigars
A box of Cigars will be at home in most any mans stocking Xmas morning. Any man who gets a box from our stock will certainly be at home.
Prices up and down from 75c.
Xmas Fountain Pen
Havent you a friend who could use a Fountain Pen nearly every hour of the day? We have them at the right prices.
75c and up to $6.00.
CHRISTMAS
will not be complete unless you visit our
DRUG STORE.
Xmas Playthings
Everything that comes in the line of playthings we have. Come, so we can prove this to you.
GIFTS THAT GIRLS LIKE.
Give a girl something dainty and pretty and you are sure to please her. Only a few suggestions. Box of Stationery, Perfume, Hand Mirror, Hand Bags, Books, a Box of Candy, Manicure Set and hundreds of other things that we will suggest if you only give us a chance.
Krueger's Drug Store.

No. 9

readers know about it. Generally the mechanical makeup is creditable, with the exception of the arrangement

of the advertisements, which comes far short of the plan as advocated from time to time in this department. The composition of the ads in this paper in the main are good. Specimens 7, 8 and 9 are evidences. The only objectionable feature in the first of this trio is the extreme underscoring of the two chief display lines. These heavy rules under lines of type weaken rather than strengthen them, as is sometimes supposed. This design is rather novel and attractive. The next specimen is a better ad. The only thing unlikeable in this is the abrupt and senseless change from short measure and large face of type to a longer measure and smaller face of type in the introduction. A compositor should always strive to use as few faces of type, even of the same series, as he can possibly get along with. The last of the trio is probably the best of all, although there has been an insufficient amount of white allowed between type and border. The blotter mentioned in the letter quoted above, while an excellent idea in the introduction of the new seasonable material, so far as typography is concerned, is inferior in merit to these advertisements.

Probably one of the most interesting contributions ever submitted to this department of review is this from the department of journalism of the University of Missouri, accompanying which comes the following letter from Editor Walter Williams, which, because of its explanatory nature is especially valuable enough to be included herewith:

December 7, 1908.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you, under separate cover, today some sample copies of the *University Missourian,* the daily newspaper issued by the students of the Department of Journalism of the University of Missouri, thinking they would be of interest to you. I am also sending you a copy of the special announcement bulletin of the new Department.

The Department has enrolled this first year 66 students in a four years course, leading to the degree of Bachelor of Science in Journalism. The newspaper is issued by these students, under the direction of the faculty, who are experienced newspaper men.

Appreciating any constructive criticism from you, I am,

Sincerely yours, Walter Williams.

The University *Missourian,* the little daily issued from the Department of Journalism, is a seven-column folio, replete with the happenings of the day in real practical shape. As proof that it is as esthetic as it is practicable, I take pleasure in reproducing the first page of the edition of November 23, 1908. (Exhibit 10). Adepts will surely agree with me in the verdict that there are hundreds of dailies in the land far below this students' sheet in excellence of standards. And this pertains not only to mechanical features, but to news service and reportorial and editorial work as well. Truly, there is nothing more gratifying to the level-headed members of the calling than this fine fact of modern advancement—this stride toward the making of better newspapers through the training of students in journalism. Of course, in a paragraph or two, such as I must devote here, it is not possible to do this subject justice, but to more clearly explain the object and character of the work of this commendable department of the University of Missouri, I take the liberty of quoting this editorial from the *Missourian* itself:

THE PURPOSE OF THIS PAPER.

The *University Missourian* is for the training of students in journalism. It is the laboratory, the clinic, the practice school of the department of journalism of the University of Missouri. The work upon this newspaper—other than mechanical—is to be done by the students, under the direction of the faculty, experienced newspapermen, as part of the regular course in this department. In the pursuance of this purpose it will be necessary for the *University Missourian* to cover the entire news field, not limiting itself to University news, in order that the training the students receive will be sufficiently broad to be valuable. It will give, of course, all the University news, but in due relation to the general news of the day. With this news there will be editorial interpretation and comment upon public questions.

The *University Missourian* is not established to conflict with or supplant any publication. Its own purpose is well-defined—that of affording, on advanced educational lines,

UNIVERSITY MISSOURIAN.

COLUMBIA, MISSOURI, MONDAY, NOVEMBER 23, 1908.

TIGERS DEFEAT "SCRUBS" 26 TO 14

TROLLEY LINE PLANNED TO CONNECT COLUMBIA WITH EIGHT RAILROADS

EIGHTY-FIVE YEARS OF CHURCH GROWTH

NEGRO ATTACKS SORORITY GIRL; MAKES ESCAPE

ROYAL "SEND-OFF" FOR TIGER HEROES

Y. M. C. A. TO BUILD PARK IN OZARKS

THREE TRAINS TO KANSAS CITY WEDNESDAY AT $3 AND $4 RATES

No. 10

training for journalism. The laboratory is a necessity for this training. How to do must be taught by doing. Student publications and the local press will not have their fields invaded by intention or design, as such journals serve purposes and occupy fields with which this newspaper is not directly concerned.

The *University Missourian* will accomplish its purpose well if the men and women trained by work upon its staff are, by such training, better furnished for public service; if they shall go forth into the vocation of journalism better equipped to know and print the news of the day, the unbiased news, attractively, accurately, helpfully; if they shall be better enabled to make comment upon this news fairly, intelligently and with high ideals; if they shall learn that American journalism is, in its highest realization, schoolhouse and forum, teacher and tribune, a foe to wrongdoing, an aid to education, a force for moral progress, an exponent of true Americanism.

Dows, Iowa, December 11, 1908.

O. Byron Copper, De Soto, Wis.

My Dear Mr. Copper:—Having been a careful reader of your newspaper criticism department for some time, and taking a great deal of interest in your inspiring remarks, I take the liberty of sending you the three last issues of my paper, though I know it will hardly come up to the standard of those upon which you are called to pass judgment. These are, however, no special issues. They have been gotten up

(Continued on Page 64)

THE NEW MONOTYPE KEYBOARDS

BY LEWIS C. GANDY.

The four-page insert of the Lanston Monotype Machine Company in this issue of the NATIONAL PRINTER-JOURNALIST is one that should be carefully read by every newspaper publisher. The announcement by this corporation that its 'Style D" keyboard is ready for the market means the beginning of a new era in the printing industry.

The Monotype has always been in a class by itself so far as quality or versatility is concerned, and this new improvement now places it on a par with any machine on the market for quantity. The reason for this is because of the correct and rational arrangement of the letter-keys, which is the same as that of the standard typewriter. The keys of a typewriter are not placed on the board in a haphazard manner, or to humor any mechanical limitation, but solely for speed in operating. Measured by the yard-stick of experience, the standard typewriter arrangement may be considered perfect, and when the Monotype Company selected it for the fundamental principle of its new keyboard, it undoubtedly chose the fastest arrangement possible. This is proven by the fact that no composing-machine speed-records equal those of the typewriter. The reason for this is that all fast typewriter-operators use the "touch" system, which can be more readily acquired with the typewriter arrangement than any other.

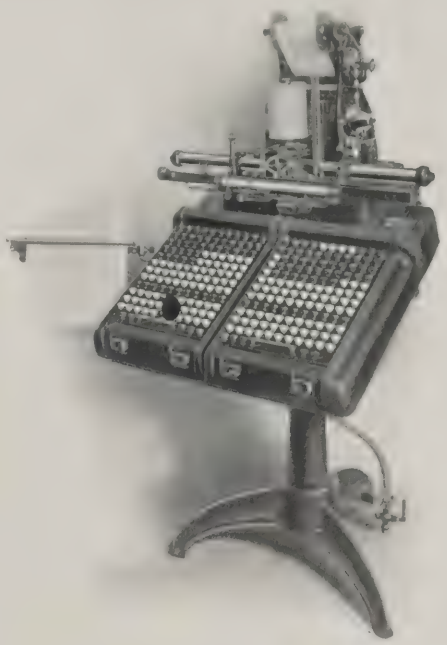
The Monotype Company has given its new keyboard an exhaustive trial in book and job offices and newspaper ad-rooms before placing it on the market. This was done, not to try out the key-button arrangement, for this had already been thoroughly tested by typewriter manufacturers, but merely to see if the mechanical operation was what the designers claimed for it. The results were most gratifying, and even exceeded the hopes of the manufacturers. Persons who were but indifferent operators on the old style board, developed surprising speed; experienced ones made records that were heretofore deemed impossible. There is a limit to the speed of a typewriter mechanism which many operators can exceed, but it was found that the escapement of this new board was too nimble for any pair of hands. No matter how quickly the keys were struck, the mechanism was faster. An operator must do better than 20,000 ems an hour to "hang up" this board.

This new keyboard does not in any way hamper the freedom of the Monotype user has heretofore had in arranging combinations of matrices for special work. By a clever mechanism that couples the key-buttons to the punches, entirely different arrangements of matrices can be used without in any way changing the button arrangement. For instance, should the operator desire to substitute bold face for italic, it is only necessary to slip under the right, or italic button-bank, a "key-bar frame" and go ahead—the buttons remain unchanged. The operator is never required to learn a new arrangement; when he has mastered the lower case he knows them all, for the caps, small caps, italics, and bold face are all the same.

Because of its versatility, its ability to handle any and all kinds of composition, the Monotype is the only machine to be considered by the owners of combination newspaper and job offices. Its sorts-casting feature alone is an asset that no user who has it would think of doing without. To anyone who is sufficiently interested, the Monotype Company is prepared to demonstrate that with its machine the user is as well equipped as a type-foundry to handle any kind of composition.

The "Style D" keyboard was constructed for fast work under ordinary conditions, but for those specialists in printing who demand it, the Monotype Company has produced that wizard-like mechanism, the "Style DD" keyboard. Here is a machine that is absolutely unique, for it will do two things at once. Designed for use in the Government Printing Office, to do away with double composition on patent-office specifications, its utility in other lines of work was at once recognized.

Except that it has two paper-towers and two sets of punches, the "Style DD" keyboard is the same in all respects as the "Style D," for it has the same key-button layout, the same key-bar frames. Striking a button on this board operates both sets of punches, or by means of a small lever, either set can be disconnected. With this board, it is possible to compose the same copy in two different sizes and measures of type at one operation. This is not all the "Style DD" board will do. Some of its feats are beyond belief. For instance, by disconnecting one of the paper-towers, a paragraph can, for example, be composed in 12 point type 60 picas wide. Disconnecting this paper-tower and bringing the other into action (as quickly done as striking a key), the next paragraph can be set in 6 point type 10 picas wide *and 6 alphabets can*



STYLE D.

be used in each point size, or 12 alphabets in all. Contrast this with hand composition, or the old machine method of setting the various point sizes, measures and faces, on different machines.

Aside from the merits they possess in design and operation these keyboards rank high as examples of thorough and painstaking construction. Even such a minor point as the adjustment for tall or short operators has been carefully thought out, for they can be raised or lowered the same as an office chair.

Before a Congressional Committee, Mr. Charles M. Schwab stated a few days ago that the high price of steel was mainly due to the fact that the makers were continually replacing large and expensive plants with more improved ones. This condition is particularly true of the printing industry. One of the greatest expenses the publisher has is the purchasing of improved machinery to replace otherwise good equipment. It is to this principle that American industrial supremacy is due however, and in designing the Monotype it was kept in mind that it should be so made that it would never be necessary to send it to the scrap-pile, but that any improvement could be added without rebuilding the remainder of the mechanism; and also that the burden of any new improvement should not be all borne by the purchaser. In line with this policy, the Monotype Company is prepared to make an extremely liberal allowance for its earlier style of keyboard in exchange for the new.

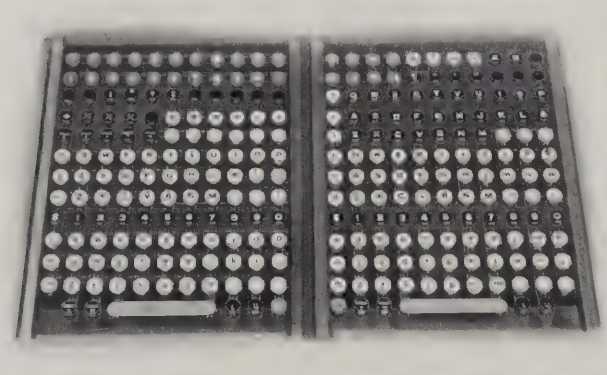
Without doubt a large share of the success of the Monotype is due to this extremely liberal business policy of its makers and the fact that they have always shown the utmost consideration for their earliest customers and co-operated with them in every way to keep their Monotype equipment up-to-date and to obtain under most favorable terms the improvements made to that machine.

Probably no machine manufacturer in the country has given more attention to this important point than the Mono-

Style D[1].

type Company. An examination of their price-list shows that every improvement made to their casting machine has been in such form that it could be applied to the earliest machines. Whenever an improvement is made, a loose leaf describing it is sent to each Monotype user, calling attention to its advantages and also quoting a special price for it. Thus, a few years ago when the display-type attachment was added to the Monotype, increasing its capacity as a type-caster to 36 point, this improvement was so made that it could be applied to any Monotype, and a special price was made on the necessary molds and the attachment.

In these days, when trade papers are full of articles by cost experts on the importance of printers charging off a



Double-Bank Keyboard.

sufficient amount for depreciation in their machinery because of its being made obsolete by improvements, it is especially interesting to note that at least one manufacturer of printing machinery has guarded its customers against this loss, so that instead of charging off a large amount for depreciation the Monotype user can, at a small cost, purchase all improvements and keep his equipment strictly up-to-date.

"The best of prophets of the future is the past." The printer need not therefore hesitate to install the Monotype for fear later improvements may make this machine out of date, because the Monotype Company has demonstrated by its actions that it is constantly striving to improve its equipment and that it is quite as anxious to share these improvements with all Monotype users.

Lewis C. Gandy.

IMPROVEMENTS BY CHANDLER & PRICE.

Cleveland, Ohio, November 16, 1908.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—In reply to your inquiry of the 14th, would say that the Gordon mechanical movements were so simple and direct they have never been improved upon in constructing a job press and probably never will be, but the Chandler & Price Job Press of today is far in advance of any job press heretofore manufactured, because while using the Gordon movements, the workmanship and design have been greatly improved.

Experience has taught us how to balance the parts of the press to obtain the greatest speeds with the least power and wear. Years of usage have disclosed the most vulnerable parts and enabled us to fortify such parts.

The machine as now designed will admit of a heavy squeeze on the impression without risk, and this, with the accuracy special tools have made possible in the finishing of parts, saves the pressman on make-ready.

The size of the discs, the travel of the rollers, and the size of the platens, have all been increased to help the pressman.

With the advent of halftone printing on job presses has come the Vibrating Riding Roller, giving the necessary increased distribution to the machine.

Therefore, we are able today to offer a press having mechanical movements that have been tested by many years, from which movements our designs have been developed to meet the requirements of high speeds, heavy forms, and halftone printing, with special care in manufacturing that the cost of the machine should—through a large output and special machinery, be kept down to a reasonable figure for the benefit of the craft.

Yours truly,
The Chandler & Price Co.,
Per R. J. Frackelton, Treas.

AN ITEM OF LAST AUGUST TO BE REMEMBERED FOR THE SUMMER OF 1909.

The largest gathering of children ever seen in Topeka, marked the Topeka *Daily Capital's* Children Day event. Seven thousand of them flocked to the local amusement park, Vinewood, with coupons clipped from the *Sunday Capital,* admitting them to the gates and also to all the inside attractions. Seven thousand post cards were distributed at the park, showing the picture of a little girl holding a copy of the *Capital,* with the words, "My mama let's me read it."

Two watches were given to girls and two to boys, for the best short stories on the subject, "How I enjoyed the *Capital's* Children's Day at Vinewood."

This typifies the sort of activity that gives Publisher Arthur Capper of the *Capital* his hold on the Kansas people.

It pays the publishers of home newspapers to keep in active, friendly relations with the people and now that 1909 has been ushered in, it is time to be looking forward to and planning events for the coming spring and summer.

IMAGINARY COMPETITION—ITS EVIL EFFECTS.

Continued from Page 47.

Competitor, to whom he does not intend to give the business. He gives Mr. Competitor the specifications loosely and says he does not want to pay much for the printing, that it can be a cheap affair. There will be no run-arounds of cuts. Exact amount of matter will be furnished for each page. He says there will be no altering required, in fact, he will furnish less matter than shown by sample, and that he need not figure on having any trouble with the composition. He can use a cheap ink, presswork only fair. The cuts must show up, of course, but it's not a very particular job, won't require much make-ready. He will furnish paper. He says he doesn't know whether the public will be interested in his proposition or not, so doesn't want to spend too much money. If it takes well he will have a lot of printing; but on this order he wants the price just as low as possible. He is not in a great hurry for the job, will be ready to place the order next week, but Mr. Competitor can have two months in which to fill it. Now for the written estimate. He says to Mr. Competitor this, "when you make your price, just say so many copies, so many pages, size 6x9, and write the title in estimate, so I won't get it confused with anything else. Don't bother me with any detail now. I know you will fill the order right." Mr. Competitor's price comes in $420. The price of the other printer to whom he intends to give the order you will remember was $475. Then the customer rings up his Printer and says he would like to see him. The Printer calls. The Customer informs him that he would like to give him the job but his price is too high. After a little discussion the Customer shows his Printer the Competitor's price of $420. Mr. Printer has all sorts of thoughts about his Competitor. He can not understand how his Competitor could fill the order for $420. Mr. Printer being quite persistent for his price of $475, the Customer finally says that he would be willing to pay some more to him, but he didn't see how he could give him the order when such a difference in price existed. The Printer finally agrees to take the order for $460, and goes away, harboring unkind thoughts for his Competitor, whose price was $420. The Competitor, when he calls, is told by this Customer, that his price is too high and the deluded Competitor goes away wondering how it is that the other fellow can print that catalogue for less than $420, when as a matter of fact he gets $460. This sort of thing, gentlemen, is going on all the time, and will continue to go on, and remain a great obstacle to our success in the printing business, unless we understand each other and understand men, and their thoughts, actions and motives. I contend we can never safely or justly criticise a competitor's estimate even if we see it, however much it may be made in detail. There is the meeting between buyer and salesman, the talking, the understandings, the personality that enters into the making of a price. When I see a price that looks low, experience has taught me, if the competitor is successful in business, that there must be some conditions I do not see through or understand. I could keep you here all afternoon citing similar cases and many that have other angles of deception. What I have said has and does happen and it nourishes thoughts that are nothing but imaginary. There is then such a thing as imaginary competition. In my judgment many a man has failed in business through his inability to recognize imaginary competition. Some of us in the business are just keeping our heads above water and others who are climbing up the ladder of success will never reach the top round unless we understand that the whole business world is permeated with imaginary competition. We should study human nature, we must cultivate our faculty of imagination. In dealing with customers, no matter in how high esteem we hold them, we should bring into play every part of our being and imagination. We should be able to see right through actions, read thoughts and consider motives. I dare say any man who keeps before his mind the phrase, "Beware of imaginary competition," and is thoughtful in handling it is climbing up the ladder of success, if only round by round. Those men are exceptional and few who can go faster or from bottom to top in a single bound.

But to our subject again, our imagination if not working correctly, leads us astray. Specifications are very often interpreted differently by printers and very often the inexperienced customer innocently gives them out differntly. Possibly one printer thinks 100-lb. paper will do and another figures on 80-lb. Possibly a sample of paper is given by the customer to each printer and the one calls it 70-lb. while the other calls it 60-lb. It requires no argument to show what results would arise from this difference of opinion as to weight of paper. The man who figures on the heavier weight will be inclined to wonder what can be the matter with the competitor whose price appears to him to be very low, and all on account of the paper. A great stir is caused in printing circles through an apparently low price when his price may be the right one per his specifications and understanding, so was the other price right per specifications and understanding. Now the question is, do we employ what God has given us as often and effectively as we should? Do we get our thinker to working? Do we imagine that this or that might be true? Do we remember that our competitor is in business to make money? Do we study conditions, specifications, prices, motives? Do we analyze words and actions? Do we know men? If we can know all these things, we will find that 95 per cent of what we have called too keen competition is after all only imaginary.

If a business man takes too seriously everything he hears and holds all words as conscientiously spoken, he will get into much mental trouble at least and think his competitor the worst man on earth.

A word on credit: Many a time a printer is told that a Competitor will give four months' time and is very hard after the business, when possibly the Competitor would give no credit at all. Just so with so many things that come up between printer and customer. Many customers, as I have said before say whatever seems to be the thing to say to gain their ends. They are fine men but they forget part of the time some of those ten commandments their mothers so anxiously taught them. However, and after all, to what extent should we complain—they are only practicing the poetic honesty. Right and wrong in this discussion, I leave to you, my argument is based on what seems to me to be existing conditions.

Now from the customer to our competitor. My experience leads me to think that we are too prone to wonder what our competitor is doing and will do. A Printer is asked to estimate on Linotype composition and learns that his Competitor is not very busy on Linotypes. The Printer thinks that while he would ordinarily charge 45c. per one thousand ems for the character of matter submitted, under the circumstances he will make the price 40c. per one thousand ems. But the fact may be the Competitor he has in mind may not be asked to estimate. This is imaginary competition. Again here comes another seeking a price on press work. This time a certain large pressroom Mr. Printer understands is idle and thinks probably is very, very hard after this order. So down goes the price to $1.25 per one thousand impressions, at which price no printer can make money and the experienced and successful printer knows it. Possibly that large pressroom is not aware of the order and is not figuring.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

GOING about the country, as I do occasionally, one sees all kinds of printing offices. And it is not difficult to make a fairly correct guess at first glance, as to the class of work which a shop is turning out.

Did you ever go into the back room of a second-hand store? If so, you have seen all kinds of worthless truck stacked around in distracting confusion—dust-covered, musty-smelling, antiquated. You have asked for some particular article, and the proprietor—who, by the way, is usually an unattractive individual, so slow-going that the very fact of his existence might almost be open to controversy—has assured you that he had it, but after a vain search has been obliged to acknowledge his inability to locate the desired object.

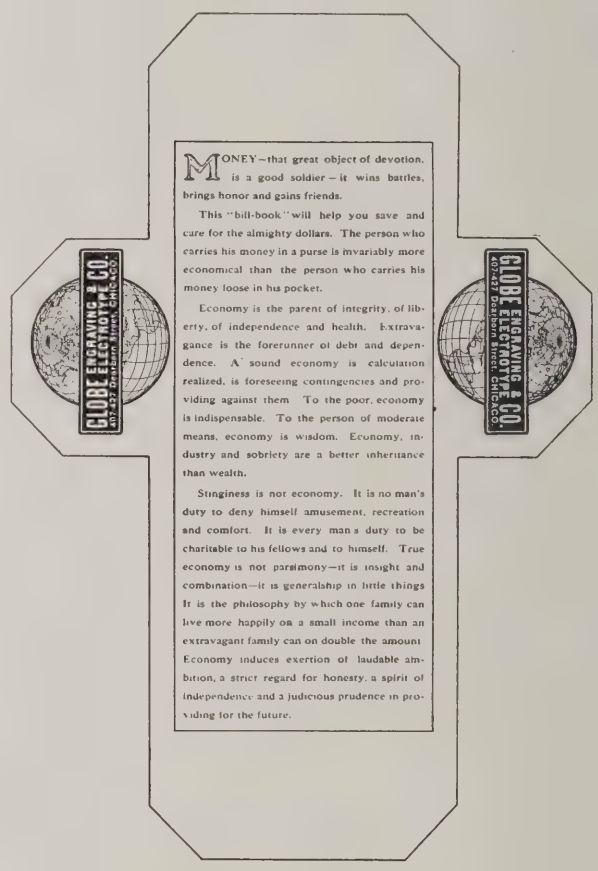
And so with many a print-shop. Cases of old type are piled up on the paper cutter and the table of the cylinder press. They have been accumulating dust for many months. You ask for the bellows to blow them out; but a search of a half-hour fails to disclose them. Workmen come and go as they please, do such work as actually has to be done, get through it any old way, and then sit around and discuss the ball game or give their views on how the "old man" ought to run an office.

It is idle to expect anything worth while to come out of such a place.

Not long ago I found some time on my hands in an Iowa town, and I bethought myself of the printing offices and started out to find them. The first one I came to was on a fair way to reach the junk-shop stage; but a new proprietor had just come into possession—a wide-awake, enterprising young man, who knew how things ought to be and was working toward a better order of things. In the meantime he was not anxious to have strangers see the place, and I was not invited to stay. So I looked up another place, and seeking out the job foreman, asked him if he did not have some work which he would be glad to have shown in the NATIONAL PRINTER-JOURNALIST. He had a dirty pipe in his mouth and his hat over one eye; and viewing me disinterestedly from the other optic he ventured the assertion that he "hadn't a d—n thing." My view of the shop led me to believe that he told the truth. There was one other shop in the town, but my experience thus far had been so discouraging that I went back to the hotel and waited until train time.

As I receive specimens of work from all parts of the country, I often conjure up a mental picture of the shops from which they come. I am writing just as the Christmas time is approaching, and that old question comes to my mind, "Can any good thing come out of Nazareth?" In that case good came from an unexpected source, it is true; but so miraculous was it that those who asked the question have not yet come to believe.

In general, we can judge things by their surroundings and the sources from which they come. And so, when I get a bunch of work that breathes a spirit of high endeavor and modern ideas, I picture an office with clean floor, cases dusted and in orderly arrangement, dead type thrown in, presses free from grease and dirt, and order and system generally prevailing.


GLOBE ENGRAVING & CO. ELECTROTYPE CO. 407-427 Dearborn Street, CHICAGO
MONEY—that great object of devotion, is a good soldier—it wins battles, brings honor and gains friends.
This "bill-book" will help you save and care for the almighty dollars. The person who carries his money in a purse is invariably more economical than the person who carries his money loose in his pocket.
Economy is the parent of integrity, of liberty, of independence and health. Extravagance is the forerunner of debt and dependence. A sound economy is calculation realized, is foreseeing contingencies and providing against them. To the poor, economy is indispensable. To the person of moderate means, economy is wisdom. Economy, industry and sobriety are a better inheritance than wealth.
Stinginess is not economy. It is no man's duty to deny himself amusement, recreation and comfort. It is every man's duty to be charitable to his fellows and to himself. True economy is not parsimony—it is insight and combination—it is generalship in little things. It is the philosophy by which one family can live more happily on a small income than an extravagant family can on double the amount. Economy induces exertion of laudable ambition, a strict regard for honesty, a spirit of independence and a judicious prudence in providing for the future.
GLOBE ENGRAVING & CO. ELECTROTYPE CO. 407-427 Dearborn Street, CHICAGO

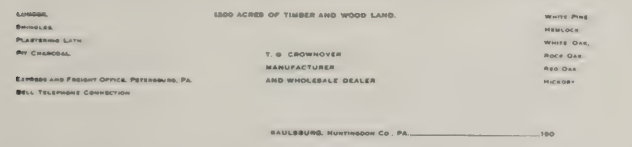
Some good philosophy on a little folder which the Globe Engraving Company is sending through the mail.

And I am willing to wager that I am right ninety-nine times out of a hundred.

Suggestions are coming in from some of our friends regarding a contest. They are good ones, and will no doubt help in framing up the final plan of action. In the meantime, let us hear from others. These letters are being kept on file, and when the time comes for announcing the contest they will all be gone over carefully and the line of the contest mapped out from them. This is to be your contest. I am simply taking care of the details for you, and I want it pulled off very largely after your own ideas. Just a few more letters of suggestion from readers of the department, and then we shall lay out the course and start the contestants on a lively sprint. I should like to be able to make full announcement in the February number. Let me hear from you.

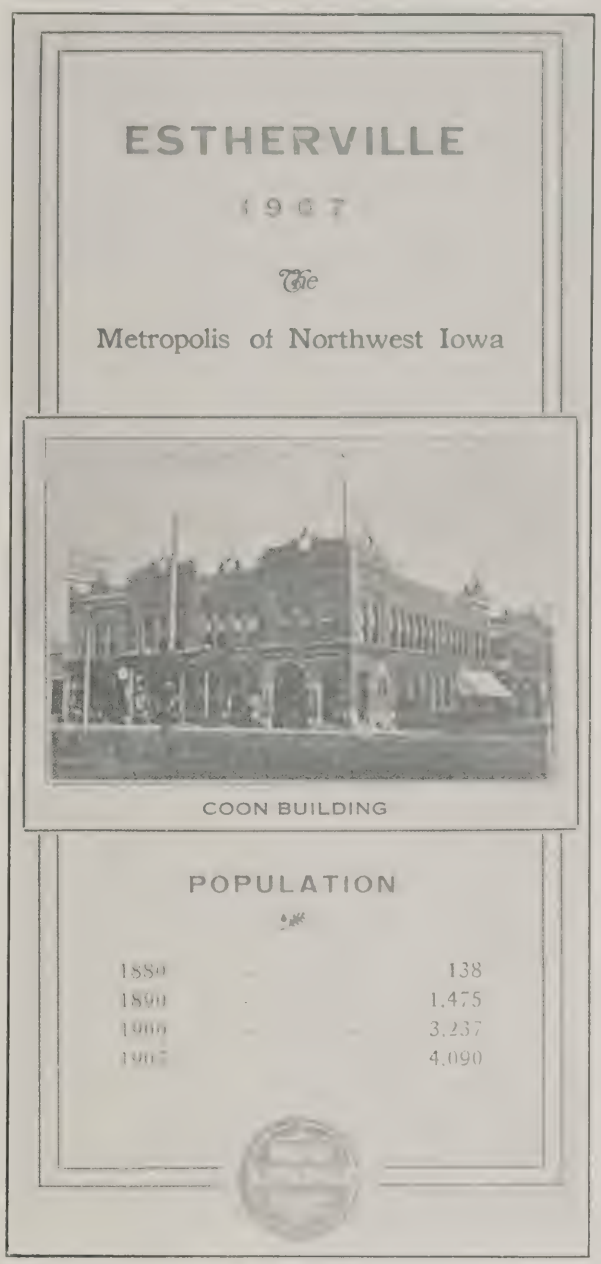
I have on my desk a little booklet entitled, "Engraving as Related to Creation of Advertising." It is gotten out by one of the big engraving houses, and is a delightful piece of work; but I have not taken it up to enlarge upon its beauty, but rather to use it as a text for a little talk to those of you who care to listen. My point, bluntly stated, is this, and it is one which I have hinted at before in these pages: The printer must constantly study to improve his work, or else see a large part of his business taken away from him by the engraver. I believe that in a great many cases the only reason the engraver gets the business is because there are not enough good printers to do all the work. The printer is too often content to take the cheap work, which can be taken in the morning, "slapped together" without taste, run through the press without make-ready, jogged up without drying, and delivered in the afternoon. And lo! with each printed job of this description the business of the engraver grows apace. The "go-easy" printer is the best friend the engraver has. It is not a difficult matter to convince even a careless customer of the superiority of an engraved job over a printed one of the "slapped together" kind. The intelligent, painstaking printer is the one who not only keeps the best business in the hands of the trade, but who gets prices for his work more nearly approximating those which the engraving house charges.

E. M. Krug, Huntingdon, Pa.—To my way of thinking the least satisfactory piece of work in the lot you have sent is the statement for H. E. Steel. And I probably should not have chosen it for censure had it not been in such good company. Your work is almost uniformly of a very good grade, well designed, well composed, well executed on the press. And I am pleased to learn that the jobs are your own work from start to finish. You say that you were limited in your choice of type to a very few styles, yet you have succeeded well in concealing the meagerness of your equipment. Much of your type is not of the latest design, but this is a fact which even a printer will scarcely notice, so well have you handled it. And



I might say for the benefit of those who see some of your specimens only in reproduction, that much of your beauty of handling lies in the smooth, clear-cut presswork you have done. I do wish, however, that you could have a different style of script to use. The one you have is rather inclined to "get on my nerves," no matter what the excellence of your presswork. The Crownover letterhead, which I am showing, was, I imagine, set in accordance with the eccentricities of the customer. It is certainly an odd piece of work, but could be rendered into a very acceptable head by the change only of the name into a larger size of the same series. There is an occasional point in your jobs which might well be omitted.

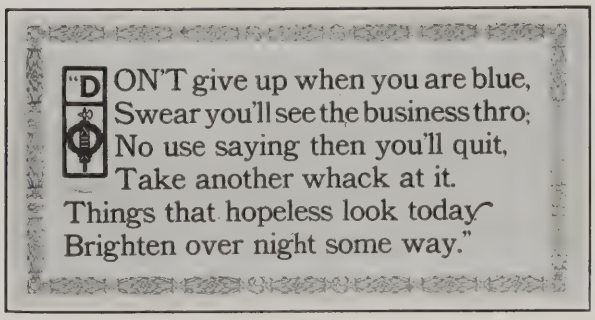
The *Democrat*, Estherville, Iowa, sends for criticism, a little booklet of twelve pages and cover, descriptive and illustrative of that little city, which is characterized as "the metropolis of northwest Iowa." The booklet came to me a few days after my return from an Iowa trip, in the course of which I spent a very few hours in Estherville. The time was long enough, however, for me to see something of the town, so that I recognize many of the illustrations shown.



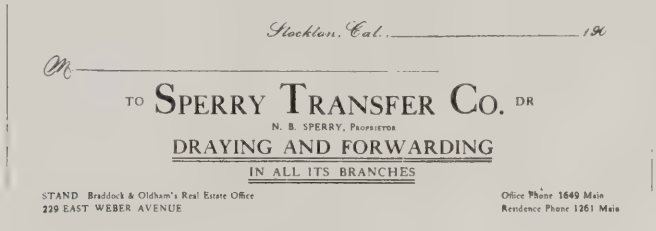
The little book is a creditable production in every respect and ought to help materially in bringing new industries and new residents to the town, as its purpose seems to be. I think I have spoken before of the necessity of sending out printing which makes a favorable appearance in such literature as this, but there is no reason why it should not be emphasized the progressiveness of its industries, from such pieces of printing as this. They may be mistaken, to be sure; but the impression is there just the same.

Milton P. Morgan, Stockton, Cal.—Your wall card is another instance of the use of the union label as a part of the general design, which I spoke of last month. Its location under the decorative initial is a happy thought. The entire card is very well gotten up, though I should have liked it better with an initial from the same series as the body of the matter. Your bill head for the Sperry Transfer Company is very satis-

factory, though I believe I should have omitted the rules under "Draying and Forwarding" and put a heavier rule under "In All Its Branches." This latter


"DON'T give up when you are blue,
Swear you'll see the business thro;
No use saying then you'll quit,
Take another whack at it.
Things that hopeless look today
Brighten over night some way."

phrase, by the way, is scarcely an appropriate wording for this business; but that was probably not at the option of the printer. Your letter head in two colors is an odd mixture of old and new styles in type faces, and I do not believe the added color helps it in the least. It might be well to try taking out all the green except the double rule at the top over the names of the officers. I am sure you would like this much better. Your head set entirely in Bradley text might have some alterations which would vastly improve it. One or two lines


Stockton, Cal. _____ 19

M _____

TO SPERRY TRANSFER CO. DR

N. B. SPERRY, PROPRIETOR

DRAYING AND FORWARDING

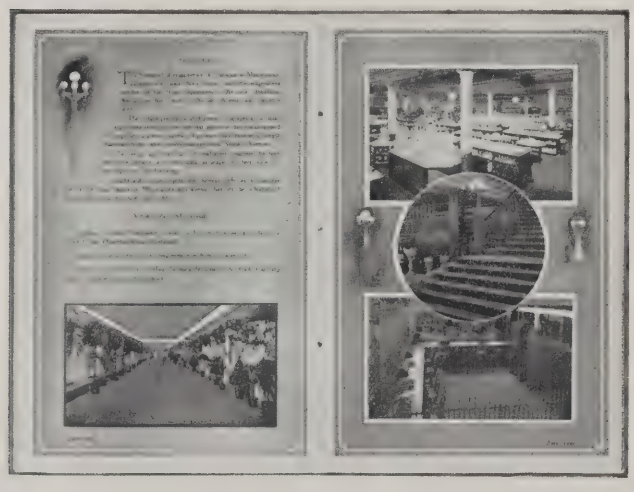
IN ALL ITS BRANCHES

STAND Braddock & Oldham's Real Estate Office
229 EAST WEBER AVENUE

Office Phone 1649 Main
Residence Phone 1261 Main

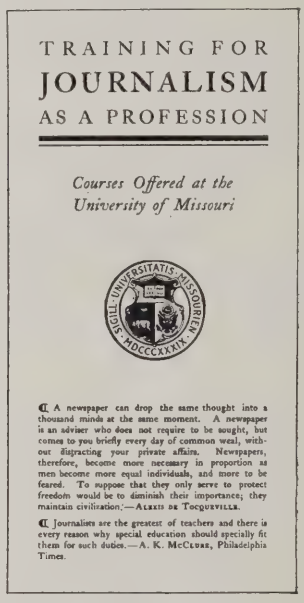
of this type are usually sufficient for any job. It is so condensed that much of it gives a job a decidedly striped, "up and down" effect. And especially where all the lines are short, as in this case, the result is not pleasing. Instead of the two boxes in the corners, two straight rules running clear across the paper, the lines set between them in a plainer and more extended type, would be much better, as well as taking less time in the composition. Then set "General Merchandise" in 10-point Jensen caps, or something of that kind.

The Hahn & Harmon Company, printers, Minneapolis, and the Barnes-Crosby Company, engravers, Chi-



cago, are collaborators on the book here shown. It is descriptive of the Donaldson store in the famous Glass Block at Minneapolis. The engraver has apparently been given carte blanche to follow out his every desire, and the result is a handsomely ornate piece of work. The stock is heavy white enamel, and the printing is all on a buff tint background. The cover is a heavy blue stock of cloth finish, embossed in white enamel.

My thanks are due to Walter Williams, editor of the *University Missourian*, for a couple of copies of that clean-looking daily, gotten out by the department of journalism of the University of Missouri. This first year the department has enrolled 66 students in a


TRAINING FOR
JOURNALISM
AS A PROFESSION

Courses Offered at the University of Missouri

¶ A newspaper can drop the same thought into a thousand minds at the same moment. A newspaper is an adviser who does not require to be sought, but comes to you briefly every day of common weal, without distracting your private affairs. Newspapers, therefore, become more necessary in proportion as men become more equal individuals, and more to be feared. To suppose that they only serve to protect freedom would be to diminish their importance; they maintain civilization.—ALEXIS DE TOCQUEVILLE.

¶ Journalists are the greatest of teachers and there is every reason why special education should specially fit them for such duties.—A. K. MCCLURE, Philadelphia Times.

course covering four years, under a faculty of experienced newspaper men. The paper is, to my notion, a model little sheet for the purpose, though I am sending it on to Mr. Copper for expert criticism. A little announcement of the course which was also sent me is cast in such a chaste professional mold that I must reproduce the cover. It is all on Alexandria deckle-edge book paper, the pages set in Caslon, with wide margins, and delightful little paragraphs set in the margin at unexpected places.

Sam H. White, Rock Hill, S. C.—Your design for the Love & Co. letterhead is certainly an ingenious one, and you are to be complimented on having worked it out so successfully. I am just enough of a croaker, however, to wonder if it is worth while. As I cannot reproduce the job, I ought to explain for the benefit of other readers that the head has the word "L U M B E R" in large letters extending a large part of the way across the sheet, on which is a panel containing the name of the firm. All except the firm name is built up out of brass rule and printed in a very light green. There will, I imagine, be a number of men who see it, who will be just obtuse enough not to catch the idea. And the job must have taken an amount of time out of all proportion to the price it brought. Mr. White says, however, that this cost less than making a cut, which was the customer's first desire; from which I take it that he was willing to pay at least a part of the price of a cut. Mr. White is making a special effort to educate his customers up to a desire for color work, in which he is meeting with much success.

PAST-PRESIDENT VARNER CONDUCTS ANOTHER SUCCESSFUL VOTING CONTEST

IT is a cold day when Past-President Varner, publisher of the Lexington, N. C., *Dispatch*, has not something in the air to keep up a lively interest in his paper. He has taken most of the prominent clergymen of his section of the State to New York as the results of voting contests, always going along, himself, as chaperon, and introducing them to all sides of life, in the great metropolis, and returning them safe and untainted and filled with new thoughts, to their flocks. That the columns of his paper have been enriched by the observations and comments of these educated and intelligent gentlemen, has been fully shown, at different times, in former issues of the NATIONAL PRINTER-JOURNALIST.

This fall, the contest was for the most popular six ladies of the six different counties covered by the paper. Those showing the highest votes were chaperoned on the trip by Mr. and Mrs. Varner. They visited Richmond, Washington, Philadelphia, Baltimore and New York, to their great delight, and were pictured and written about in the New York *Herald*, the New York *World* and other dailies, and the *Dispatch*, as a result, was most thoroughly advertised among all Eastern advertisers. There is nobody in New York, who read the great daily papers, that has not learned about the Lexington, N. C., *Dispatch* and its publisher. There is no necessity that we repeat, here, the methods that Editor Varner uses. These voting contests have been fully described before; if anyone wants further information, a letter to him will, doubtless, secure the same, for, though he is a very busy man, he is also generous, especially to newspapermakers. As he has just put aside the burdens of public office, after eight years of signally useful, successful service, he will possibly have more time for other affairs.

DECEMBER 13, 1908.

Seven Pretty Pilgrims Here from South

PARTY OF POPULARITY CONTEST WINNERS FROM NORTH CAROLINA.

We give a reproduction of a group portrait of the members of the party that appeared in the New York *Herald*. Of course, a reproduction from a newspaper print does not do justice to these Southern Beauties—bright intelligent, winsome young ladies, such as are the product of the States of genial temperature, where there is more of outdoor life the year around than farther north.

While a description of the contest is not deemed necessary, the following letters written by three of the young Misses will be found interesting, and suggestive of the educational value of such a trip to those who win the opportunity of participating therein and the useful service rendered the paper in awakening a real, active, kindly, business-bringing sentiment for it and its publisher:

WILL NEVER REGRET HER EFFORTS TO WIN.

Miss Clatie Foster, of Davidson County, says: "I must say that such a trip is a treat to any one, and I shall never regret the effort it cost me to win. I enjoyed the historic scenes in Richmond very much, and especially the sights at the city of Washington, our capital. Meeting the President of the United States was something worth while. Baltimore, which we visited after leaving Washington, is a beautiful city, and I only wish we could have had time to see more of it. I was happy to see the old Liberty Bell in Philadelphia, and the Independence Hall, where the Declaration of Independence was signed. I cannot describe New York except to say that it is the busiest place I have ever seen. The Hippodrome is the best show in the world. One of the most interesting places was Ellis Island, where immigrants from foreign countries are landed. I cannot tell all, for my letter would be too long, but I must say that my outing was a delight in every respect, and when we left New York for home, I thought how nice my trip had been and how fine it was to make such a trip without it costing a cent to me. Truly, I thank Mr. and Mrs. Varner and all those who helped me."

WASHINGTON THE BEST.

Miss Pearl Lyon, of Cooleemee, Davie County, gives Washington the place of honor among all the cities visited. "Washington is the prettiest and most interesting city of the five we visited, and the most interesting visit we made while in Washington was to Mt. Vernon, the home of Washington. While in Baltimore and Philadelphia only a short time, what we saw there was very entertaining. In New York, I enjoyed the trip trough the Singer building, the tallest in the city. We went to the top of the dome and viewed the whole city. If I had space I would like to write of other matters that impressed me. Mr. Varner proved a guide of the best kind. I have been greatly benefited by the outing and will always feel under great obligations to those who helped me secrue the tour. In conclusion I want to thank again the *Dispatch* and all."

MISS NENA KOONTZ' IMPRESSIONS.

Miss Nena Koontz, of Davidson County, says first and foremost: "I wish to thank each and all who helped me in the contest conducted by the *Dispatch* for the free outing tour," and continuing, in speaking of what she saw in Richmond, says: "We went through the medical college and saw all kinds of skeletons, and then into the dissecting room, which was the awfullest sight I ever saw! From the top of the city hall we viewed historic Richmond, and then took up the city in detail, going to many places. In Washington the first thing that impressed me was the magnificent union station, the finest in the United States, built of solid marble and stone. In the National Museum we saw everything imaginable. Washington's home at Mt. Vernon is a beautiful old place. It was very interesting to me to see Fort Washington, where the great battle was fought; to see the very home of the father of our country; the old kitchen where he ate, and where his fine dog carried off the ham; the room where he died; his grave, which is near at hand; the old barn, the dog kennels, built in 1733, and many other things. We met our Tarheel representatives, Congressman Page and Senator Simmons, and they introduced us to President Roosevelt, who is a jolly fellow and a fine president. We saw Congress in session and heard Joe Cannon speak, tell jokes and have a good time. The Congress art gallery is filled with all sorts of pictures. The Zoo Park is a lovely place, where every variety of living thing is to be seen. I will try to tell more some other time about New York and its wonders."

THE WHIRL OF NEW YORK.

Friday at 5 P. M., having been in three cities that day, the young ladies arrived in the metropolis, America's greatest city—New York, with its teeming life and manifold activities. New York is a world that must be entered and seen and felt before any idea of its bigness can be gathered.

The first night in New York, "The Three Twins," was seen at the Herald Square Theater; from there the contestants went to Madison Square Garden, and viewed the six day bicycle race, where 20,000 people were seated, deeply interested in the continuous race.

Saturday afternoon the ladies were taken to the Liberty Theater, to a matinee, and witnessed the play, "Via Wireless," a beautiful love story dramatically presented showing how wireless telegraphy is used on ships at sea. There is a storm; a boat is sinking, and is calling for help. Vessels receive the message in mid-ocean, hurry to the rescue, and save the perishing.

Continued on Page 63.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.

The busy buyers shun his store—
Its sleepy precincts they despise;—
He rests in quiet evermore,
Because he doesn't advertise.

MEN who succeed are unwilling to admit that there is any such thing as luck. Men who fail are sure that luck has been against them. The truth, probably, lies somewhere between the two extremes. But there are more lucky advertisers than there are unlucky ones; failures among persons who do not advertise than among those that do. This is especially true of printers.

Much money is wasted through bad advertising; but this fact is no argument against advertising. The lesson it teaches is that bad advertising does not pay and therefore should not be done. No arguments are required to prove that good advertising pays. It will not pay to tell one story in your advertisements and another in your shop. If your statements disagree, your customers will discover it without the aid of a detective.

Opportunities are not usually labelled.

The brightest ideas are not always found in the biggest ad.

An idea is of no value, no matter how practical it is, unless it is put to practical use.

Many a man who claims to be self-made owes his success to competent subordinates.

"Good wine needs no bush" may have been true once, but the proverb is so no longer. Good merchandise of any kind needs good advertising.

The buyer of a worthless article soon forgets the smallness of the price.

Here (1) is the design on the manila envelope which carries marked copies of the *Housekeeper* of Minneapolis, Minn. Doubtless, the picture of the young lady was taken from a cover design of that magazine, but how she graces the envelope, with her red ribbon and roses! The design is a good example of whiting-out, and is, for the most part, delightfully dainty. And as the line, "Marked Copy," is in red, the grossness of the extended Gothic in such company is largely removed.

An ad is judged by the company it keeps.
A printer is known by the advertising he does.

THE UNITED STATES MAP IN PERIODICAL ADVERTISING.

Of course it is perfectly right and proper that the United States flag should not be used for advertising purposes, but let us hope the United States map will never be barred. Some of the railroad maps naturally are somewhat different from some of the others in regard to the shortest distance between two points, but this may serve to cheer the traveler on his way. Such maps as those shown here as 2a, b and c should, however, give a good many of the people of the U. S. A. new pointers about their country, which have won marked popularity of late. The third map (2c), the most elaborate of all, is contained within two great green covers with no printing on the outside, but with considerable information about the *Woman's World* on the inside. And yet in no place in the booklet is it mentioned where the *Woman's World* is published! Over this map is a sheet of transparent paper, with a big red oval, in the center of which is this information: "Over 80% of the 2,000,000 circulation of the *Woman's World* is within this circle, [a "circle" whose radii are by no means equidistant from the center thereof] and surrounds the centers of all the great industries of the United States." Needless to say, both Scranton and Chicago are within this oval space. It can scarcely be studied to excess.

Success Magazine, which, according to a mighty bright advertising phrase-maker of years agone, to be successful you must read, shows a map rather more roughly drawn than would be expected from a magazine employing so many top-notch artists. And yet it tells its story to the prospective advertiser pretty well. That of the *American Farm World* (b) gives us rather more definite information as to the States, and may be taken as the second lesson. This forms the center of a very attractive poster-circular—a sort of advertising comparatively cheap as compared with the booklet, which is becoming popular with many discriminating advertisers.

TO BE FAIR, THE LETTER-HEAD SHOULD BE SHOWN, IN COLORS, BUT MERE BLACK WILL NOT DO IT JUSTICE.

This (3) is the envelope design of Haag & Parris, of Philadelphia. It has the outer rule, the "H" and "P," the rules under "Printers and Publishers," and the line containing the street address in red. And the remainder is green. Not a very original style of design, perhaps, but a worthy arrangement of a style that has not outlived its usefulness yet. The color-scheme is out of the ordinary for such a piece of work, and the whiting-out, in connection therewith, gives an addition to the brightness of a job where the glossiest of carmine and the greenest of green are used. How different the style from that of the expensive letter-head. This is in red embossed lettering bordered with gold, and black curlycues bordered with gold, and a green border around the firm name, with white embossed fancy work running over it, and a buff background, and heavy Gothic type in black, and heavy Gothic type in red, and a light-faced type of which I forget the name in black, and a black embossed "Philadelphia" on black, and all around it some fearful cloud and scroll designs in black, and other things in red and green and black, the whole design taking about half the width of the letter-head. Think of the cost of it—and yet to my mind, it is altogether too ornate, too full of too many incongruous parts. Now, why wasn't the man who set this simply strong envelope design allowed to do the letterhead?

The expression, "When you think of printing, think of us," is fine. Would it had been put in straight printing!

A WEDDING IN THE PUBLISHING FIELD.

There has been a consolidation of those two excellent papers, the *Farmers' Advocate* of Topeka, Kansas, and the *Kansas Farmer* of the same city. The announcement of this event was made in the December 10th issue of the *Kansas Farmer*, on the first page. At the bottom of the page was the striking cartoon

There has been a Wedding in Our Family.

No. 4

shown herewith as 4. The cartoonist is Albert T. Reid, though you might not know it from his eccentric signature. He is one of the great cartoonists of the United States, and has proved himself, during the last few months, to be one of the most prolific. I think his tendencies have been mainly Republican—some of his syndicate work having regularly appeared during the late campaign in the *Tribune* of this city. But, speaking of this particular cartoon—is it not an especially felicitous piece of publishers' advertising upon such an event?

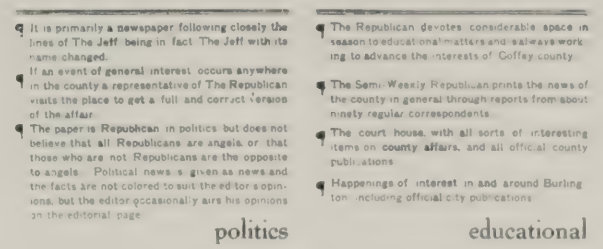
LOOKS AS IF M. E. BUDD HAD SOMETHING TO DO WITH IT.

This (5a) is the first page of a folder issued by the *Republican* of Burlington, Kas. The wording is red, and the old familiar picture of the antique lamp upon

A Little Light
on a Great Newspaper

5a

the book is green. But here the lamp has a modern attachment— looks like a very superior gas mantle, judging from the illumination—and it and the illumination are red. The folder, which is deckle-edged, measures 4x14. There are three folds, which make eight pages all told. Two of these are shown as (5b), and give a good idea of the general layout of the pages. The rules, the paragraph marks, and the lower-case explanatory lines are red; the remainder is green. There is a


¶ It is primarily a newspaper following closely the lines of The Jeff being in fact The Jeff with its name changed.

¶ If an event of general interest occurs anywhere in the county a representative of The Republican visits the place to get a full and correct version of the affair.

¶ The paper is Republican in politics but does not believe that all Republicans are angels or that those who are not Republicans are the opposite to angels. Political news is given as news and the facts are not colored to suit the editor's opinions, but the editor occasionally airs his opinions on the editorial page.

politics

¶ The Republican devotes considerable space in season to educational matters and is always working to advance the interests of Coffey county.

¶ The Semi-Weekly Republican prints the news of the county in general through reports from about ninety regular correspondents.

¶ The court house, with all sorts of interesting items on county affairs, and all official county publications.

¶ Happenings of interest in and around Burlington including official city publications.

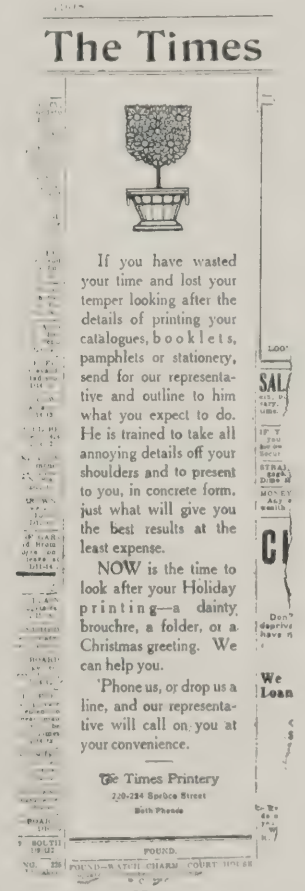
educational

5b

wide, wide margin at the bottom, but very little at the top and sides. Methinks this production beareth ye earmarks of one Most Easy Budd. Hope to hear from him direct this Xmas.

GOOD PRINTING—ADVERTISING IN A GOOD NEWSPAPER.

The *Times* Printery of Scranton, Pa., uses the want page of the *Times* newspaper of the same city on alternate days, (why not every day?) to show what that portion of the great *Times* establishment can do in the line of reaching the public. The ad always looks particularly dainty and debonnair in the midst of solid nonpareil want ads and the other small advertisements which in-


The Times

If you have wasted your time and lost your temper looking after the details of printing your catalogues, booklets, pamphlets or stationery, send for our representative and outline to him what you expect to do. He is trained to take all annoying details off your shoulders and to present to you, in concrete form, just what will give you the best results at the least expense.

NOW is the time to look after your Holiday printing—a dainty brouchre, a folder, or a Christmas greeting. We can help you.

'Phone us, or drop us a line, and our representative will call on you at your convenience.

The Times Printery
220-224 Spruce Street
Both Phones

FOUND.

No. 6

cline to a heavy display—and the wording of these ads is certainly a most attractive feature. Here is one example (6). In such brief width, it often happens that a word must be spaced between the letters. Here the words so spaced are appropriate, as the *Times* Printery makes a particular specialty of booklets, and is certainly a worthy exponent of the art of printing.

The words "The Times" have nothing to do with the ad. It is simply part of the across-the-page daily announcement of the *Times* newspaper..

FROM THE HOOD ART PRESS.

As my good brother Hanson appears to be getting the most of the printing advertising lately, and as he likewise appears to have missed a worthy production of an old friend, J. Albert Hood of New Jersey, I am constrained to review the elaborate menu he recently prepared for the Monmouth County Dental Society. It is enclosed in light brown covers with a gold seal and protruding bits of red ribbon. The inside title-page, (if the expression be correct as regards a menu card) is shown as (7a). The ornament is of a brown which in-

Third Annual Banquet

The Monmouth County Dental Society

of New Jersey

The Marlborough Hotel

Asbury Park, N J

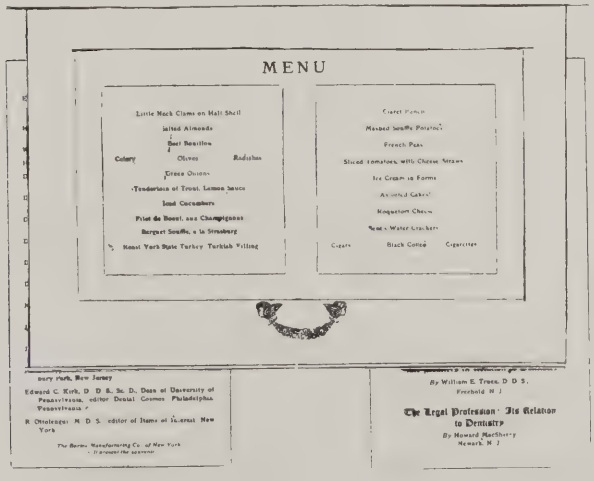
Friday Evening, June the Fifth

Nineteen Hundred and Eight

at Eight O Clock

7a

clines to orange. The wording is brown. The rule border is green, and there is a nice wide margin on the cream stock. The booklet has eight pages (but you must understand that the second and third, and the sixth and seventh, are blank, and that the leaves are uncut. But wait!—we are really forgetting the menu itself. This is contained within another eight pages of the same style, in the center of the other pages. The other pages, let it be explained, are 9x6, and are contained by a cover rather larger. The small pages, which have the list of members, the officers, and, on the two central pages, the menu, are at the top of the booklet, and if there is a black mark in the center of the reproduction, you are to


MENU

Little Neck Clams on Half Shell

Salted Almonds

Beef Bouillon

Celery Olives Radishes

Green Onions

Tenderloin of Trout, Lemon Sauce

Iced Cucumbers

Filet de Boeuf, aux Champignons

Parisian Potatoes

Sauterne Punch

Mashed Sweet Potatoes

French Peas

Sliced Tomatoes, with Cheese Straws

Ice Cream in Forms

Assorted Cakes

Roquefort Cheese

Wafers Water Crackers

Cigars Black Coffee Cigarettes

Edward C. Kirk, D D S, Sc. D., Dean of University of Pennsylvania, editor Dental Cosmos Philadelphia, Pennsylvania

By William E. Truex, D D S

The Legal Profession: Its Relation to Dentistry

By Howard Marlborough

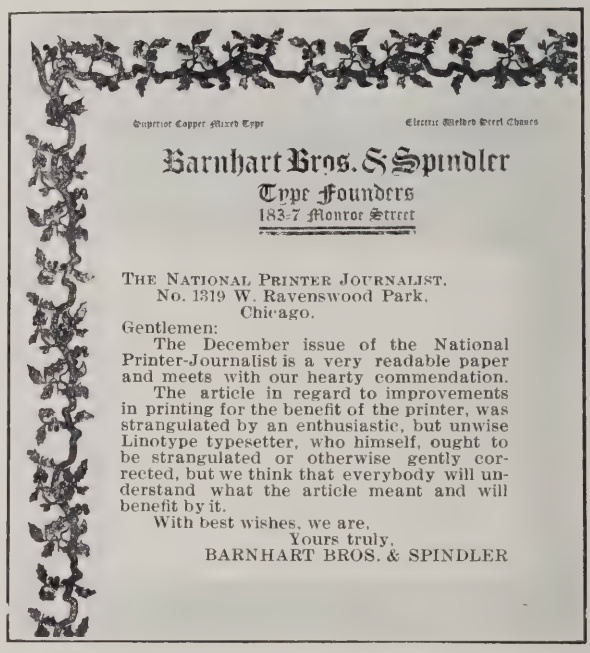
7b

understand that it represents the cord. The center of the booklet is shown as (7b). The rules and the ornament are green, the remainder brown. I never thought much of that particular ornament at the bottom of the smaller pages; but if ever I liked it, it was here.

It is certainly a splendid piece of job work—artistic as to choice of type, color of inks and stock, style of pages, and every other detail. Mr. Hood made a marked success as a newspaper publisher before he ventured very far afield in job work, but he is certainly right at home in his new line of work—and blessed is the man who has found that his work lies in two lines.

"HEARTY COMMENDATION"

BENEFIT THROUGH UNDERSTANDING


Superior Copper Mixed Type — Electric Welded Steel Chases

Barnhart Bros. & Spindler

Type Founders

183-7 Monroe Street

THE NATIONAL PRINTER JOURNALIST,
No. 1319 W. Ravenswood Park,
Chicago.

Gentlemen:

The December issue of the National Printer-Journalist is a very readable paper and meets with our hearty commendation.

The article in regard to improvements in printing for the benefit of the printer, was strangulated by an enthusiastic, but unwise Linotype typesetter, who himself, ought to be strangulated or otherwise gently corrected, but we think that everybody will understand what the article meant and will benefit by it.

With best wishes, we are,

Yours truly,

BARNHART BROS. & SPINDLER

INFORMATION FROM VAN ALLENS & BOUGHTON PROMISED.

NEW YORK, November 16, 1908.

National Printer-Journalist, West Ravenswood Park, Chicago, Illinois.

GENTLEMEN:—Replying to your 14th instant favor, we are making many changes from time to time in the construction of our presses, and sometime in the near future we may send you a circular that will give you some idea of what we are doing. As to writing a special article, we could not think of it.

Thanking you for your courtesy, we are,

Very truly yours,

VAN ALLENS & BOUGHTON,

By C. F. Boughton.

"CANNOT AFFORD TO MISS A SINGLE COPY."

NEPONSET, ILL., December 31, 1908.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—Please find enclosed check for $4.00 to balance our subscription to December, 1909.

I wish to keep posted on the matters pertaining to the National Editorial Association and cannot afford to miss a single issue.

With kind regards and with the compliments of the season to yourself and family, I am, Fraternally yours,

A. E. STETSON.

John Wedda, former city editor of the Milwaukee *Kuryer Polski*, has accepted a position as general manager of the *Dziennik Narodowy*, a Chicago Polish daily.

PAST-PRESIDENT VARNER CONDUCTS ANOTHER SUCCESSFUL VOTING CONTEST.

Continued from Page 59.

EATING CHOP SUEY.

The wonders of Chinatown came in for inspection Saturday night; the joss house, or Chinese church, was explained; a Chinese theater was visited, and the young ladies were informed that it takes six months to complete a Chinaman's play on the stage, and weeks are consumed in presenting a single act. The play wasn't especially interesting and the party went to a Chinese restaurant, where the dishes of the Celestials were tasted, chop suey, too, and Chinese tea. Then down to the Bowery, where the other half dwells, and then to bed.

Sunday, the 13th, a Catholic cathedral was visited, and in the afternoon all went to Coney Island, the greatest amusement resort on earth. That night an effort was made to hear the noted Gipsy Smith, at the Fifth Avenue Presbyterian Church, but the building was packed, the doors locked and enough people on the outside to fill two such churches. Hence no sermon. The remaining hours till bedtime were taken up with a tour of the St. Regis hotel, from kitchen to roof, where rooms are worth from $5 to $125 a day, and where, in a private dining room, there is the only solid gold tea service in the world. And the ladies saw that.

On the 14th the party took the only and original "Seeing New York Automobiles," and went everywhere. What was seen would fill a book. Suffice it to say, they saw New York.

AN IMMENSE PLAYHOUSE.

In the afternoon the Hippodrome was visited. Now the Hippodrome is a wonderful playhouse. There are 5,200 comfortable seats in it, and it is filled with sights. One thousand persons take part in the plays. There is a genuine circus under the roof. It was shown how, in 1950, the nations' airy navies will grapple in the central blue—fight in the air, in other words; and how, so wonderful will be the progress of science, that a man walking along a street may stick his staff into the ground, ring its telephone bell, and talk to all the world. Hello, London," he will say, to a man in that city, and London will answer on the waves of electricity! In the Hippodrome, there is a band of elephants—not a herd, but a band, for the pachyderms play on musical instruments, and dogs and horses perform, and animals of all kinds cut capers that make the brain reel with astonishment.

Monday night the *Dispatch* party occupied boxes at Belasco's Stuyvesant Theater, and witnessed "The Fighting Hope," in which Blanche Bates stars, and this was greatly enjoyed.

Tuesday morning a skyscraper was "done." This was the Singer Building, 612 feet high, with 54 floors. It is a feature of New York.

It was discovered that Mr. J. C. Buxton was chief engineer of the electrical equipment, but he was not the big Winston lawyer. Mr. W. R. Warner was the guide and he carried the party from the basmenet to the 53rd floor. Everything was shown. From the dome of this building points in New Jersey and far inland could be seen. All New York lay spread out beneath; the shipping, the rivers, the contour of the islands, etc. Every point was explained by the guide. The trip costs 50 cents; it is worth ten times that much and no sightseer should leave New York without going through the Singer Building.

Tuesday afternoon a trip to Ellis Island, where the immigrants land, seeking new hope and life in the land of freedom, and a tour of the skyscraper district and Wall Street, home of money lords, took up the time.

Tuesday night the party was taken to see a modern newspaper, the *World*, and through the courtesy of Mr. Don C. Seitz, went all over the Pulitzer building. The *World's* presses have a capacity of 1,200,000 8-page papers an hour, as many as the *Dispatch* turns out in three years! It takes 65,000 pounds of paper to start the *World's* presses, and 40,000 pounds of metal are used in a single edition. One single edition of the *World*, if spread out, would reach 6,380 miles! If a year's supply of paper were loaded on trucks, six tons to the load, the trucks would make a procession 77 miles long.

Such is the *World*—such is New York. Everything is as big as all out doors—and then some.

From the *World's* building all went to the American Theater, and saw high-class vaudeville. The American is on West 42nd street, and the management was exceedingly kind, as were all other theater managements whose plays the party saw. Fact is, nowhere in all New York did any one of the party meet with any unpleasantness and no unkindness. The newspapers teemed with notices of the party, some made of the fancies of idle but humorous brains, and others written to laugh at provincials, but all were kind, for a' that, and folks knew the party of southern ladies was touring their little old town.

BOUGHT NO DIAMONDS.

Wednesday morning Tiffany's, Tiffany's of the diamonds, was paid a visit, and one diamond was gazed at which is worth a round hundred thousand dollars. Beautiful, but, whew! One hundred thousand for a stone the size of your thumb! Nobody wanted it at such a price, and hence let them keep it.

One of the biggest features of the whole journey was a tour of R. H. Macy & Company's immense department store, where you can get anything you can think of and lots of things you can't think of. Is it a bushel of peas? Or is it a threshing machine- Bear meat? Sugar cane? O, anything! Seven thousand people work in that one store—more than all the men, women and children, horses, cats and dogs in Lexington township! This store is owned by Nathan Strauss, a good democratic gentleman, who tried to elect Bryan in New York. Mr. D. Weisberg, an employe, most courteously guided the party.

Wednesday, at 4:25, New York was left and the ladies boarded No. 37 for home, arriving next morning about 8. On the way, the party ate supper in the same diner as Mrs. Taft and a party of friends, who were en route to Spray, N. C.

THE GREATEST TRIP.

Thus ends the greatest trip the *Dispatch* has ever given to its subscribers. It was carefully planned, and executed according to plans. There wasn't a hitch, not a jar. The entire journey was a continual round of pleasure, information, sight-seeing, education. The trip was worth ten times its cost. The guests of the *Dispatch* enjoyed it no more than did the *Dispatch* representatives along with them. The *Dispatch* is proud of its fifth annual contest, and takes pardonable pride in the fact that it ends a series of free trips that have given more than 100 men and women a rest from toil, a chance to see the world, to acquire education, and to make their lives happier and brighter. We are looking forward to more of the same kind of work.

EDITOR VARNER'S METHODS WIN SUCCESS—A MUTUALITY OF HELPFULNESS AND OF BENEFITS.

The following extract from another page of the *Dispatch* shows that the methods used by Editor Varner bring continued success and good will:

The *Dispatch* takes pleasure in announcing to its subscribers that it will add a new Standard Babcock press to its equipment and that the addition will be made within three weeks. This improvement is on account of increased business, and also because it is the aim of the management to make a better paper during the year 1909 than has ever been made in the past. As fast as money is made out of the paper, it is turned back into the office, new equipment added and better service furnished our subscribers and readers.

The new press will make a paper seven columns wide, instead of six, as now; and this will add eight columns to each eight-page paper. It will give our readers much more reading matter, and we can carry more of the week's news each week. We feel sure that the change will be appreciated. We take pride in making it. The one aim of this paper is to give to the public as good a weekly paper as it is possible to give; and we feel that we have been doing that with our present equipment. With the new equipment we can do much better.

At the same time the press is placed, a new folding machine will be put in.

In this event we shall expect our loyal subscribers to help us out. When we placed the Linotype machine at a cost of about $4,000 nearly two years ago, we called on our readers to help us out, and actually they responded so liberally that we paid for it within a few months—with subscriptions. The *Dispatch* has the best clientele on earth.

What we wish to do is to give the folks a perfect paper. What we wish them to do is to help us carry out this ideal. If they will help us, we will give them a better paper; and coming from each one of the thousands of readers, the payments will fall lightly on all. The more help we get from our subscribers, the more help we can give them, and the better paper we can make, and the more good we can do.

In other words: Every cent paid into the treasury of the *Dispatch* goes back to our readers in the shape of a better newspaper.z

NEWSPAPER CRITICISM

(CONTINUED FROM PAGE 52)

under most strenuous circumstances, amid a rush of job work and shortage of help. The mechanical work is all done by my foreman, F. M. Black, beside which he has a full line of job work to attend to and the looking after the mailing list. I do claim, however, that for a paper published in a village of nine hundred people, it will come up to the average. Our average publication for the year ending December 1st, has been fourteen pages, and we have never issued a special or souvenir number since I have been running the paper. I must crave your leniency on my local page, as I know the small cap features are a trifle back-numbered, but in my case I can devise no better make-up for that page.

Fraternally yours, H. G. ZIMMERMAN.

The Dows, Iowa, *Advocate*, shows the "strenuous circumstances" referred to by Editor Zimmerman in the above letter, all right, but with the clean front page, the excellent local page, the abundance of headed articles and news stories, together with the correspondence letters and editorial department, my verdict could not be wholly adverse. That which keeps the average down in all the various departments of the country newspaper making, is too much work for each man to handle, more than any thing else, I believe, and if there is anything wrong with this little paper, I should judge that were truly the cause thereof. It is a deplorable condition, but it will continue to happen so long as newspapers continue to be made, I suppose, under present systems. I have seen many worse papers, however, than this one—yea a thousand times worse, Brother Zimmerman, and while Foreman Black's ads might not win him any medals for looks, some of them are creditable as rush specimens. You say you cannot find anything to take the place of the featuring of your locals with small caps. Why don't you try setting them exactly as you do your personal mention columns? The small caps are a time-killer both in composition and distribution, and the appearance is so strictly suggestive of an obsolete fad that there is really no advantage in the practice, no more than in that of using the brass dashes between the locals, which is altogether superfluous, extravagant of time and hardly ornamental. There may be other features of your paper deserving censure, and if you will favor this department with another copy or two in the future, I shall be pleased to consider them then, as I find it hardly practical here to devote too much of my time and space to the discussion of a single specimen in one installment.

Circulation is what counts in giving advertisers results. The bigger the circulation, the more infallible and the quicker the results. That's why the Philadelphia *Bulletin* enjoys such an enviable reputation as a "never failing" quick business producer for advertisers. From their latest mailing card I note the circulation for October was 229,589 copies a day, exclusive of all damaged, unsold, free and returned copies. Forsooth, that's growing some!

GRAVETTE, ARK., December 10, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Have been reading your criticism on newspapers and display ads in N. P.-J., and have decided to send you a copy of a full-page ad—from which we also ran a few thousand bills—to see if it was worthy of your consideration. I set the entire ad in a rush and did the best I could in an office where brass rules are short.

Hoping to have the pleasure of learning from you through the N. P.-J., in a little while—or by letter—I beg to remain,

Yours truly, JOHN D. SWEENEY.

It affords me pleasure to reproduce Brother Sweeney's advertisement specimen herewith as Exhibit 11. First of all this specimen shows good constructive ability, tasteful selection of type and much care in composition. The spacing (or distribution of white) has

WITTY'S HOLIDAY SALE
11-DAY BARGAIN FEAST!
BEGINNING SATURDAY, DEC. 12TH, ENDING THURSDAY, DEC. 24TH, 1908
As this is the month of year when we all expect some one to give us something, we have therefore decided to give everyone attending this sale the most goods for the money ever offered in Gravette.
WONDERFUL BARGAINS IN EVERY LINE. ONE PRICE TO ALL--STRICTLY CASH--11 DAYS ONLY. COME EARLY
Blankets & Comforts
Cloaks! Cloaks!
Overcoats!
Gingham.
Bleached Muslin.
Extra Special.
Laces and Embroideries
Shirtings.
Holiday Neckwear.
Groceries.
Xmas Candy.
Wool Blankets.
Comforts.
Outing Flannel.
Prints.
Extra Special.
Dress Goods.
Clothing, Clothing!
Caps, Caps.
Gloves.
A Big Saving for You
Pants, Pants!
Hats, Hats, Hats!
Shirts, Shirts.
Underwear.
Millinery.
25 to 50 Per Ct. discount
PRICES GUARANTEED AS ADVERTISED. SAVE MONEY BY ATTENDING THIS SALE. HUNDREDS OF BARGAINS
Witty's Department Store.
The Big Store. Headquarters for Low Prices. GRAVETTE, ARKANSAS
VEACH PUB. CO., PRINT, GRAVETTE, ARK

No. 11

been carefully looked to, and withal, as a rush job, I am moved to bestow approval upon this contribution.

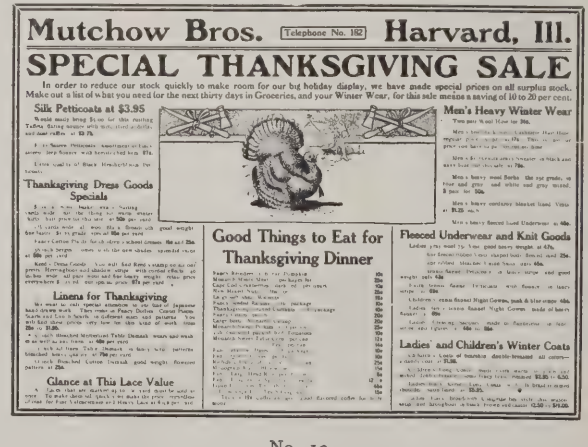
HARVARD, ILL., December 11, 1908.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—By today's mail we send you several copies of the Harvard *Herald*, selected from left-over numbers and without any desire to pick particular weeks because the paper being better one week than another. The numbers we send are of average editions of our weekly. Kindly examine them and make such criticism as you see fit, assured that we will be pleased to read what you may say in the NATIONAL PRINTER-JOURNALIST.

Very truly, HARVARD HERALD CO.,
M. F. Walsh.

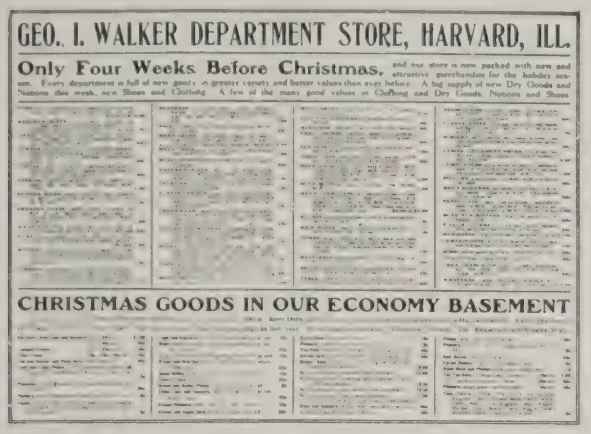
Close readers of these columns will remember my late praise of this excellent publication. It may have


Mutchow Bros. Telephone No. 182 Harvard, Ill.
SPECIAL THANKSGIVING SALE
In order to reduce our stock quickly to make room for our big holiday display, we have made special prices on all surplus stock. Make out a list of what you need for the next thirty days in Groceries, and your Winter Wear, for this sale means a saving of 10 to 20 per cent.
Silk Petticoats at $3.95
Men's Heavy Winter Wear
Thanksgiving Dress Goods Specials
Good Things to Eat for Thanksgiving Dinner
Fleeced Underwear and Knit Goods
Linens for Thanksgiving
Glance at This Lace Value
Ladies' and Children's Winter Coats

No. 12

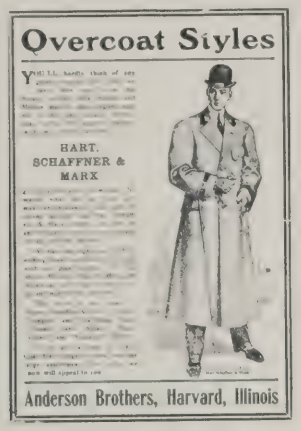
struck some at the time that I was saying a good deal; but I am sure I scarcely did the subject justice. I have

never gotten a neater, more cleanly impressed paper, nor one with a more modestly made-up front page. And as for contents there is none can excell the Har-



No. 13

vard, Illinois, *Herald*. I am pleased to think, too, from my inspection of the several copies at hand that the *Herald* of today is somewhat better in point of makeup and advertisement composition than the *Herald* of a few months back. I hope to see it soon made up strictly in compliance with the plan of this department—all ads to the right of the pages, graduated with the smaller specimens toward the top. This month I content my-



No. 14

self with the showing here of three strong, neat advertisement specimens from this handsome paper. (Exhibits 12, 13, 14.)

OLLIE, IOWA, December 7, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am mailing you under separate cover some marked copies of my paper, the *Observer*, for your perusal and criticism. Have marked several ads for your special notice and criticism. Am not now a subscriber to the PRINTER-JOURNALIST, but hope to be soon—as I saw my first copy only a day or so ago. It's a dandy. I am located in a small town of about 275 population—with a small outfit. Am a printer-editor, doing all my own ad and job work. I "plead guilty" to the charge of having ads on front page, but can not help it at present. Wish I could, and assure you that I intend to reform as soon as possible. If any of my ads reach your approval and can be used in PRINTER-JOURNALIST for public criticism and to the benefit of the craft, you certainly have my permission, in fact, would be pleased to see some of them in this valuable journal.

Am enclosing stamp for personal criticism and reply upon those ads marked; also general criticism of my publication.

Fraternally yours,
B. F. WNOROWSKI.

It is evident that Brother Wnorowski is laboring under difficulties, as so many of us have had to do in the earlier part of our careers—or during the earlier years of our paper's lives. The *Observer* is a five-column quarto, the outer folio being home-printed, with a ready-printed folio inside. Editor Wnorowski is printing his little paper—or rather that part of it which he does print—on a press which, I take it, is not large enough to take a full sized five-column page, so as a consequence the home-printed type pages are much shorter than the stock would admit, much shorter, in fact, than those which are ready printed. This of a certainty does not add to appearances. Another disadvantage strongly in evidence is the fact that an inferior lot of type is necessarily in use, which makes really

..DON'T PUT IT OFF ANY LONGER..
Toys, Dolls, Games, Books, Etc. Etc.
Dry Goods
Toilet Sets, Fancy Boxes, Albums,
CHRISTMAS · POST · CARDS
Fancy China, Lamps, Handkerchiefs,
Clothing Shoes
Pillow Tops, Ties, Caps and Suspenders
You'd Better Hurry as Our Goods are Selling Fast
FISCHERS'
WHERE YOUR DOLLAR DOES ITS DUTY.

No. 15

pleasing, or at least wholly pleasing, work hardly to be anticipated. And so I might go on enumerating the causes, as they appear to me, of defects. But what is the use? The *Observer* is not up to eminent standards, which can all, or nearly all, be reasonably explained by some natural cause—a cause for which the proprietor and workman are not responsible. What is true of one department of this little sheet is pretty nearly true of another, and, therefore, any extensive discussion of the advertising specimens in the *Observer* becomes pur-

KEEN KUTTER
CHRISTMAS
IS NOW ONLY THREE WEEKS AWAY.
Our stock of Silverware is complete, the finest and largest line ever displayed in Ollie . . . .
SLEDS, COASTERS, SKATES, FOR BOYS AND GIRLS
Air Rifles, Rifles, Shot Guns, Enamel Ware, Nickle Ware, Knives, Scissors, Shears—all on display. Our store is the mecca for Holiday Displays. See it . . .
STEIGLEDER BROTHERS

No. 16

poseless and without effect, simply because in the main better results would probably be hard to accomplish without better conditions, and it is not always possible to have better conditions immediately in small offices. I am going to show, however, what I consider the two best ad specimens in this little paper, namely Exhibits 15 and 16. In the first of these there is manifest a good idea of design, but a nice massing so as to produce sufficient contrast has not been attained. This is achievable only by the contraction of the darker masses with-fluent distribution of white about them. The second specimen is better as to design and treatment, although here, too, we find the matter set in such a large face and with so much white between lines that the general effect is an even gray throughout, whereas the object should be contrasting black and white. Now that the *Observer* has gotten over the formalities of an introduction, I trust it will make frequent future visits, during which every effort shall be extended to instruct its makers and improve its tiny pages.

THE PASSING OF H. C. PAGE, AN HONORARY MEMBER OF THE NATIONAL EDITORIAL ASSOCIATION

ALL who attended the memorable convention of the National Editorial Association at Asbury Park, N. J., in 1894, will remember Col. Harry C. Page. He delivered the address of welcome on behalf of the Govenor of the State, and struck a keynote of fraternity and patriotism that had its full force later at Freehold and the Monmouth Battlefield. Among other things, he briefly said: "You come from the far West, the sunny South, the busy East and the vigorous North to this city by the sea. You will find our State rich in Revolutionary reminiscences, teeming with industries, and blooming agriculturally. Its history, its career as a commonwealth of our common country need no eulogy from me; its record is written in letters of living light. To this State and its patriotic surroundings, you are more than welcome."

The members of the convention, numbering between five and six hundred, passed July Fourth at Freehold and on the Monmouth Battlefield. At Freehold the party was escorted to the Soliers' Monument by the Sons of the Revolution, where words of welcome, throbbing with patriotic sentiments and the related memories of noble deeds, were spoken and equally patriotic words in response were said. Then the Field, where representatives of every one of the original Thirteen Colonies fought side by side, led by Washington, Lafayette, Green, Wayne, Knox and the other great generals, fought that here might exist a free and independent Nation. Then in the old Tennent Church, on the Battlefield, the pean of patriotism, the keynote of which had been struck by Col. Page at the opening of the convention, rolled forth in full volume, in "America" and "Old Hundred"—voices of men and women from every State in the Union joining in unison. Patriotic speeches followed. Col. Page's introduction to the members of the Association was propitious and he attended regularly the annual conventions until ill health, which had been of several years' continuance, prevented. Then he was elected an honorary member and still continued in active touch with the Association, though deprived of the privilege of being present. He had always enjoyed the travel and the social side as well as the routine work. We remember his presence and comradeship at the Denver Convention in 1897. We traveled to the summit of the great Pike's Peak, and beheld, with awe, Nature's sublime and inspiring panorama spread out before our vision, but he has passed to the beyond, to the broader view. He was loyal to the N. E. A., and prized very highly the honor of having been elected honorary member.

Mr. Page was publishing a Democratic daily in New York, the *Era*, at the time of the election of Abraham Lincoln, and though he had opposed his election, when the time of contest and trial came, he stood by the President and was proud of the fact that his work and loyalty received personal recognition by that great American, who was as kindly considerate of those who had opposed him, as of his friends. The American *Press* in its issue of December 5th, gave the following brief sketch of the deceased editor's eventful life:

Colonel Harry C. Page, one of the oldest newspaper men in New Jersey, and editor and owner of the Bayonne *Herald*, died November 26th, at his home in Bayonne.

Colonel Page was born seventy-five years ago in Troy, N. Y. When he was fifteen he was working for the Schoharie *Republican*, and when he was nineteen he was editor of the Schoharie *County Sentinel*, the first newspaper in Cobleskill. He managed the *Workingman's Advocate* in Washington in the administration of President Pierce, and then succeeded William Caldwell as editor of the *Democratic Freeman* at Hudson, N. Y. He was connected with the Hudson *Gazette* and then moved to Albany, where he corresponded for New York papers. Among his repertorial co-workers was Daniel Manning, who was secretary of the treasury under Cleveland.

Late one night, while Colonel Page was in Albany, there was a big fire in Troy. All trains had stopped, and he rode a horse to Troy, swimming the river with it. He got his facts, wrote the story on a tombstone in a cemetery as a desk and sent it in by telegraph.

He was commissioned as a captain in the national guard by Governor Morgan and in 1859 was admitted to the bar. He founded the Livingston *Sentinel* and was appointed collector of the port. In 1860 he established the New York *Era* in the interests of Stephen A. Douglas, aspirant for president, and William Kelly of Rhinebeck, aspirant for governor.

In 1881 he purchased the Bayonne *Herald*. He was elected president of the Democratic Editorial Association of New Jersey and vice-president of the New Jersey Editorial Association and was instrumental in securing a donation from Andrew Carnegie of $50,000 for a Bayonne library.

MAJOR O. J. SMITH DECEASED.

To some men it comes to work silently, still to exercise a very wide influence that is not likely to be fully appreciated until after they have passed to final rest. Such a man was Major Orlando Jay Smith, founder of the American Press Association that came in the end to reach and to influence many more millions from day to day and week to week than has any score of other publications in the land.

He shaped the character of this great agency of wide information and enlightenment along the lines of truth and honor. There is scarcely a paper in the United States that has not been served to a greater or less extent by the news, miscellany, stories or syndicated matter of the American Press Association, and all this has been of high character and quality, noted for reliability. We remember well, when starting a daily in Red Wing, Minn., how invariably highclass was the news, and prompt and reliable the news-service that we received through the American Press plates by express from Chicago. It was a frequent cause for congratulation and pleasure to see in the morning dailies of St. Paul on the next morning, a news story that had been published the evening before, appear as a special telegram from Chicago. This showed that the service was as prompt in the gathering, preparing and forwarding as in its reliability and the Association was then only three years old.

Major Smith had been a newspaper man and fully appreciated the value of news as well as the importance of accuracy and prompt publication. Mr. Smith was born on a farm in Indiana, June 14, 1842, and was a graduate of De Pau University. He entered the Union Army as a private soldier and was a Major of Cavalry at 22 years of age. He served in the armies of the Potomac, the Ohio and Cumberland. He was wounded and captured and passed several months in a Confeerate prison. After the War, he passed three years on a cotton plantation in Mississippi, and then returned to Indiana and entered upn the publication of a newspaper in Terre Haute at the age of twenty-seven years. In 1878 he moved his paper, that had proved signally successful during the nine years of its publication, to Chicago. In 1882 he started the American Press Association, of which he continued the head until the end. Of late years he has lived at Dobbs Ferry, N. Y., on the beautiful Hudson, the place of so many delightful homes. It was there on Sunday evening, December 20th, at 6:07 o'clock that he passed away. James A. Edgerton, a close personal friend in these later years, says of him:

Major Smith was soldier, newspaper man, political reformer, author, organizer and executive; lover of nature and, above all, one who wanted to do good, to add to the world's light and to help others. * * * There was not the slightest element of cant in his nature. Whatever else may be said of him, he was genuine to the core. He did his own thinking. He was as utterly scientific in formulating his religious philosophy as the most rigid member of the materialistic school. In his books, "A Short View of Great Questions," "Eternalism," "Balance" and "Agreement Between Science and Religion," he sought to establish by scientific processes the immortality of the soul, the conservation not only of energy, but of experience and the rule of absolute balance and justice both in the material and the moral worlds. He was brave enough to state freely whatever he thought to be the truth, and that only for the truth's sake, regardless of how any school might regard his words. He reasoned that since there is absolute equilibrium in the physical there must be the same equilibrium in the moral. This is justice. His constant cry was of justice, which he spoke not only in his words but lived in his life. But all souls do not gain justice in this world. Therefore, that this law of equilibrium may be fulfilled, there must be life beyond the grave. Is there conservation of energy and yet not conservation of the soul, the most precious and real thing we know? Each individual is accountable to the uttermost farthing. He reaps as he sows. In Major Smith's serene assurance of the eternity of everything that is and of the individual soul as the unit of being, death seemed only an incident. That he held this utter faith imparts some of it to those that loved him and, if possible, takes a little of the edge from their present grief.

BUSINESS NOTES

The Queen City Printing Ink Company is one of the very oldest, in its line, in the United States and for twenty-one years has advertised in the National Printer-Journalist. That the Queen City has held the full and advanced course, while so many others have retired, is no small commendation and a strong assurance of the high quality and adaptability of its manufactured products to the needs of the best and most progressive printers. For some years past the Queen City, keeping up with best advertising methods as well as with its manufactures, has been educating the printers as to the possibilities of accomplishment in the use of their inks by the showing of inserts printed therewith. These have all been worthy of highest commendation, and vastly instructive as to the strong points of the inks shown. The insert shown in connection with the Queen City's advertisement this month is no exception in quality to its predesesors. These inserts will repay study for the strength and beauty shown in the inks as well as in the designs. Analysis or comment is unnecessary; each insert speaks for itself to all pressmen who understand the demands that are to be met by the quality of the inks for the obtaining of the most satisfactory results.

P. S. Pease, who for many years, represented the Chicago Branch of the American Type Founders Co., through the Middle West, is now connected with the Spokane, Wash., Branch of that Co.

John J. Knight has purchased the plant of the Samuel Jones Printing Company, at Dallas, Texas, and will continue to conduct the business under the same name.

Barnhart Bros. & Spindler, Chicago, announce that the Southwest Printers Supply Co., Los Angeles, California, no longer represent them in that territory. Arrangements are being made for the customers of that house by which they will have their wants promptly supplied.

H. T. Chandler, President of the Chandler & Price Co., Cleveland, has recovered from a very serious illness, and recently delighted his friends in the trade in Chicago with a visit.

H. W. Helm, credit man for Barnhart Bros. & Spindler, Chicago, recently visited the Pacific Coast, including San Francisco and Los Angeles, in the interest of his house.

Ault and Wiborg of Cincinnati have become celebrated for artistic advertising no less than for their excellence and popular makes of inks. The Ault & Wiborg insert, shown in this issue of the National Printer-Journalist, next to the frontice piece, is a gem in itself, no less to be prized as an illustration of what can be accomplished with inks of high quality, when properly used or laid on correctly as a work of art. Its study is well worth while and will give real pleasure.

The right kind of advertising pays; it creates and brings business, as Ault & Wiborg have fully demonstrated by pursuing a liberal and well directed campaign from the first, making their advertisements educative as well as attractive. The profit in advertising depends largely in quality or character of the goods back of the advertisements. Ault & Wiborg have made good, have kept their ink products up to the high standards shown by their advertisements that are ever attractive, convincing, instructive and inspiring. No other ink manufacturing establishment has shown greater, more satisfactory or more continuous and permanent growth in popularity, increase, widening and extension of business.

The New Lisbon, Wis., *Times* and the *Juneau County Argus* have been consolidated and will be conducted by Donald M. Leicht.

Specimens of Linotype Faces

6-point Russian No. 8 (two-letter)

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА
Въ одинъ прекрасный день, въ то время, когда я спокойно со-
Въ одинъ прекрасный день, въ то время, когда я спокойно со-

8-point Russian Cond. No. 2 (two-letter)

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА Я СПО-
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА Я СПО-
Въ одинъ прекрасный день, въ то время, когда я спокойно со-
Въ одинъ прекрасный день, въ то время, когда я спокойно со-

8-point Russian No. 11 with Ant. Black No. 2

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА Я
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КОГДА Я
Въ одинъ прекрасный день, въ то время, когда я спокойно со-
Въ одинъ прекрасный день, въ то время, когда я спокойно со-

10-point Russian Cond. No. 2 (two-letter)

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КО-
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ, КО-
Въ одинъ прекрасный день, въ то время, когда я спокой-
Въ одинъ прекрасный день, въ то время, когда я спокой-

10-point Russian No. 11 with Ant. Black No. 2

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ,
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО ВРЕМЯ,
Въ одинъ прекрасный день, въ то время, когда я спо-
Въ одинъ прекрасный день, въ то время, когда я спо-

12-point Russian No. 11 with Ant. Black No. 2

ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО
ВЪ ОДИНЪ ПРЕКРАСНЫЙ ДЕНЬ, ВЪ ТО
Въ одинъ прекрасный день, въ то время, ко-
Въ одинъ прекрасный день, въ то время, ко-

6-point Hebrew

בעטראכטענדיג וואס דיא מענשהייט איז שולדיג צו דער פערנאנענטייג,

10-point Greek No. 2

Νομίζεις ἡμας μὲν ἀνέξεσθαί σου, αὐτὸς δὲ τυπτήσειν

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

WANTED—BY AN EXPERIENCED BOOK BINDER—Position as foreman or foreman and finisher. Competent in all branches of the trade. Have held positions in large city shops. Would prefer "Blank Work," and Southwest, or West. Will furnish reference. Address, care NATIONAL PRINTER-JOURNALIST.

NEWS—FIFTY WORDS GENERAL NEWS WIRED evening papers daily. $4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington, St., Chicago.

FOR SALE—MATERIAL OF FORMER AUSTIN DAILY and Weekly Register. A bargain. Owner's health failed Address H. O. Basford, Austin, Minn.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

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EXPERIENCED NEWSPAPER MAN, PRINTER, LIBerally educated, having sound business training and accustomed to responsibility, desires position as business manager or editor of daily paper in live town. Address N., care NATIONAL PRINTER-JOURNALIST.

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C. M. PALMER, Newspaper Broker

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8 ELEGANT Cylinder News and Book Presses.
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The book measures 11¾ by 15¾ inches

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INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trade

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"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

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The National Printer-Journalist

Should be in the hands of Every Newspaper Maker and Employing Printer.

All new subscriptions sent in on or before February 15th, 1909, will be taken at $1.50 for one year. This is in lieu of any premium offer

All old subscribers by paying up to Jan. 1st, 1909, and one year in advance, will be given the paper at the same rate.

National Printer-Journalist
1319 Ravenswood Park
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Shows How a Profit can be Made on Every Piece of Printing

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This book is the work of one of the ablest and best known printers in the country

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New and novel features that the bookbinder can not afford to overlook.

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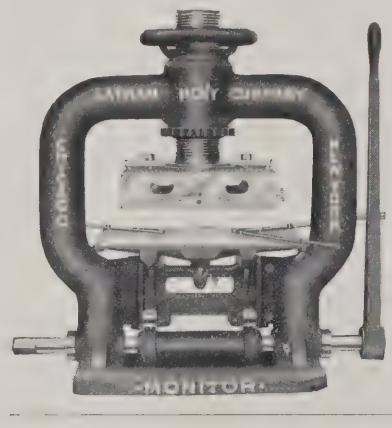

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Gas Head, 13 x 13 inches.

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A Complete Handbook of Modern Newspaper Methods

By EDWIN L. SHUMAN

Author of "Steps into Journalism"
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THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

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THE CHICAGO & ALTON USES CONCRETE TIES

They can't rot or get out of line. They are another illustration that

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is ever mindful of the safety and comfort of its patrons. Perfect passenger service between CHICAGO, ST. LOUIS, KANSAS CITY and points beyond.

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Read by British and Colonial Printers the World Over.

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Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

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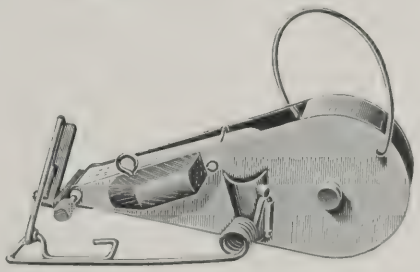

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The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

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2 in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
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Manufactured by N. J. DOBEL,

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Gives satisfaction—it doesn't get stringy—nor lumpy—it spreads freely and smoothly.

It Makes the Best Pads, Because It Is Made of the Best Materials.

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DOUBLE YOUR SUBSCRIPTIONS

and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

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Okie's 40c. Cut Black

You have no doubt heard of the superiority of Okie Inks, used by all the leading printers of the world.

We carry three grades of this ink always in stock, which enables us to meet the most exacting demands.

We manufacture every ink used in the art. This page is a specimen and speaks for itself.

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STATIONERY made of BROTHER JONATHAN BOND is always accorded a favorable reception because of its perceptible quality.

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Write for a free copy of our book, "EXEMPLIFICATION" which treats in an interesting manner the subject of modern business stationery and demonstrates the printing, lithographing and die stamping properties of this modern vehicle of correspondence. Inquiries receive prompt and courteous attention.

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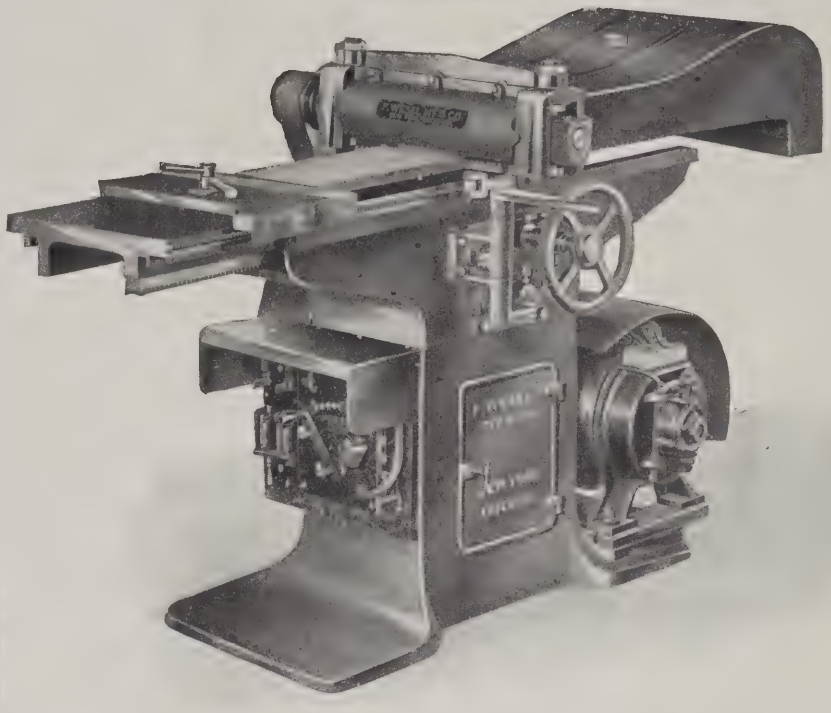

ITS MERITS

Noted for its quickness and accuracy in planing blocks to type-high measurement.

Indispensable to the Engraver and Plate-maker in delivering satisfactory plates.

Avoids any dispute between engraver and printer because of uneven blocks.

Built on a pedestal base —has two knives with a definite setting device.

Gives exceptionally good satisfaction.

Send for circular and price, or ask us for other information about this Planer.

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Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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Rebuilt Model 1, 2-letter Linotypes, with new matrices, new spacebands and Universal mold for $2000.00. F. O. B. Chicago.

We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

We Repair Spacebands

Price for repairing bands, each...25c.

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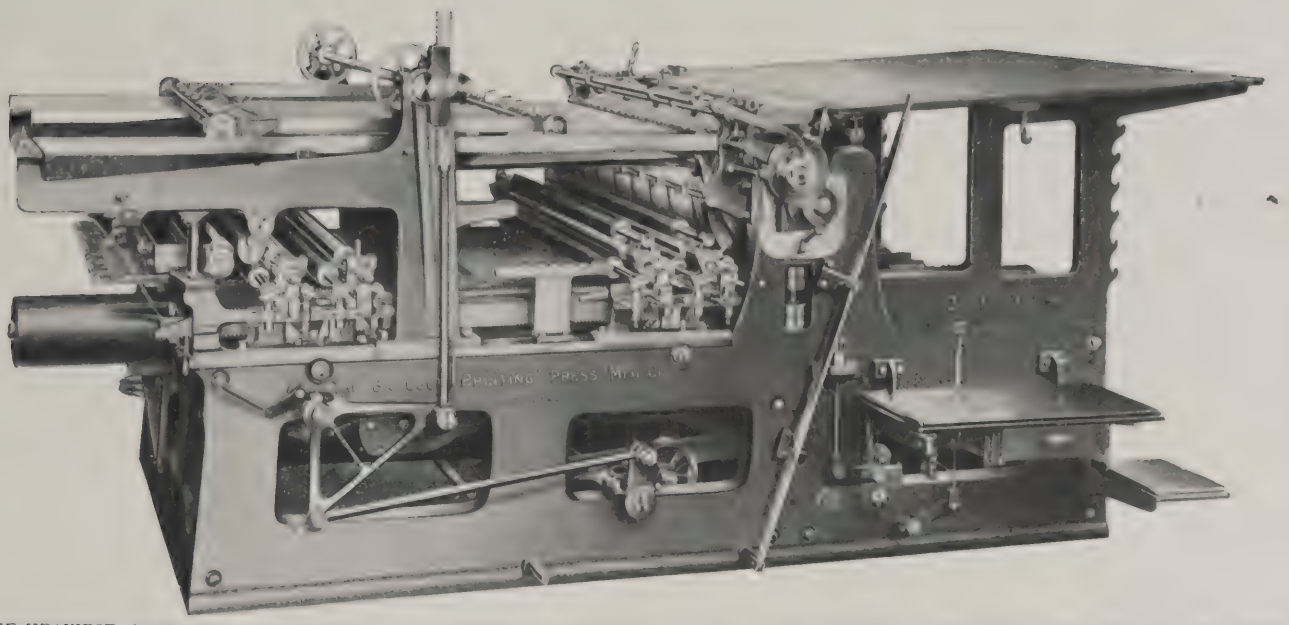

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Great Western Type Foundry, Kansas City, Mo.; Great Western Type Foundry, Omaha, Neb.; Minnesota Type Foundry Co., St. Paul, Minn.; St. Louis Printers Supply Co., St. Louis, Mo.; Southern Printers Supply Co., Washington, D. C.; The Barnhart Type Foundry Co., Dallas, Tex.; E. C. Palmer & Co., Ltd., New Orleans; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle

The Babcock Optimus
The Babcock Optimus

Slip-sheeting is often unavoidable in cold weather. It is one of the terrors of the press-room. On some work it is inevitable, regardless of the weather. Ordinary presses make it expensive and a nuisance.

With the Optimus a patented slip-sheet board is furnished at little additional cost. This fits on the delivery carriage, and moves back and forth with it. On this board the slip-sheets are placed. As the carriage reaches the front an attendant lightly seizes the top sheet, the carriage retires, and the sheet drops almost automatically on the printed pile, and is jogged into place. This simple procedure is repeated for every printed sheet. There is little effort, and no loss of speed. Space, time and stock are saved, and slip-sheeting ceases to be the bother everyone dreads.

Besides, the Optimus exposes every printed sheet to the air through the time of three impressions. Because of this extra drying not so many jobs need slip-sheeting as when each sheet is covered at each impression, as is always done by every other machine.

Without change the Optimus delivery is always ready for sheets of any size possible on the press. Time is not lost in adjusting it for every job. The harmful fly is no part of it.

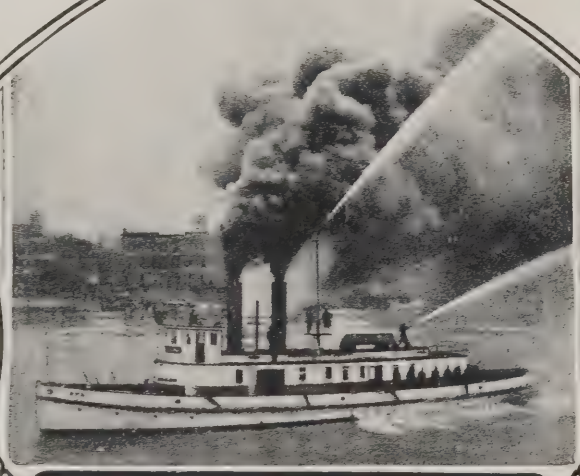
The Babcock Optimus

SET IN AUTHORS ROMAN.

HALF-TONE-ENGRAVERS
ZINC-ETCHERS
DESIGNERS
ELECTROTYPERS

The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

BRANCH OFFICES IN SEVEN CITIES



SANDERS
ENGRAVING CO.
221-223 OLIVE ST.
ST. LOUIS

"I am blowing because I feel 'chesty'"

TWO-LETTER
JUNIOR
No. 321

W. C. PRICE, Publisher,

Princeton (Mo.) "Post,"
Writes under date of December 10, 1908:

TALK TO NO. WEST MISSOURI PRESS ASSO.

GENTLEMEN: Replying to yours of the 1st instant, regarding my talk about the Junior Linotype to the Northwest Missouri Press Association, will say that I told only the truth about it. Could not recommend anything to brother publishers unless I thought it was really commendable.

A DANDY

My Junior Linotype is a dandy. Six months' use by green hands, without so much as breaking a single matrix or spaceband, and, consequently, not costing me a cent for repairs. Worked six days a week, putting up on an average twenty-four galleys a week for the newspaper, and doing job work and setting matter for other parties. How's that for a record?

FEELS PROUD

I feel proud of this, especially when you consider that we had no one to start us off with it. We had to learn it as we went. No one in the office but myself had ever before seen a machine, and I had never worked one. The machine has not delayed us ten minutes since starting it. This may open the eyes of some of the wise fellows who claim that it requires a machinist to run a Junior Linotype—as many of them told me before I bought one.

OPERATOR A BOY OF SIXTEEN

My operator is a boy sixteen years old. He runs it all day long without any help, taking the place of three compositors. He also cares for the machine.

FOOL PROOF

I consider the Junior Linotype about as near fool-proof as such a machine could be. The only thing is to keep it clean, and keep the blacksmith with his cold-chisel away from it.

FELT SHAKY

Being in quite a small town, I was a little shaky about buying a machine, having some doubt about meeting the payments. Have lost all that feeling now. Have all the work I can handle, and am doing work I could not touch before. Am also setting stuff for other papers. And the notes—well, they are paid more than a year ahead.

REFER 'EM TO ME

I am blowing because I feel "chesty." Think the Junior will make me a capitalist in time. Refer 'em to me. As long as the Junior Linotype keeps up its good behavior—and they enclose stamps—I'll tell 'em what it will do.

Yours truly,
(Signed) W. C. PRICE.

Another reason why you should machine-set your paper with a
TWO-LETTER JUNIOR LINOTYPE

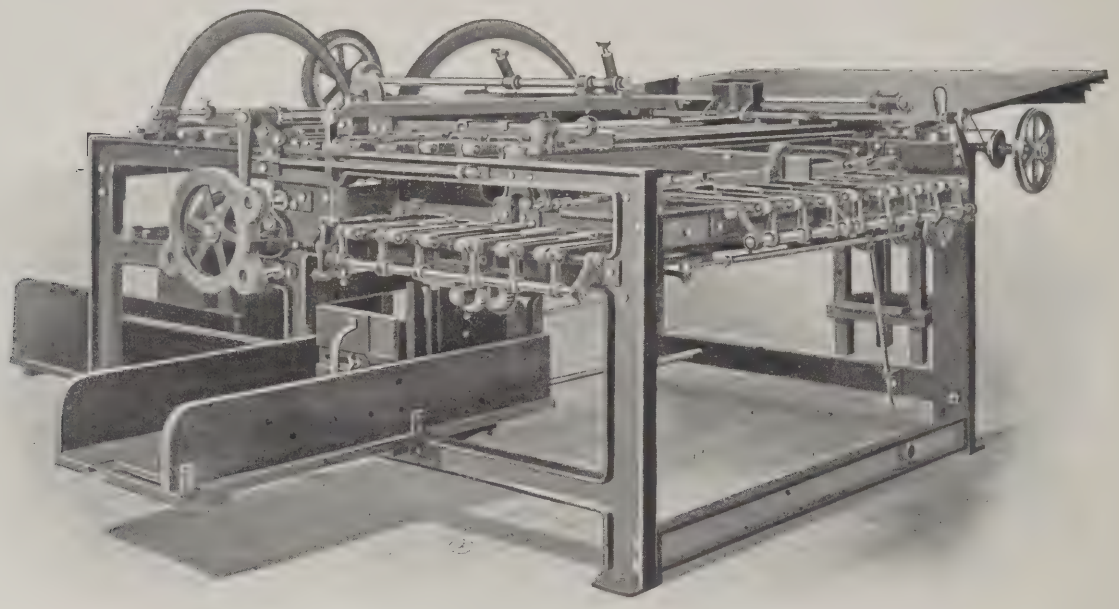
IT'S A GOOD HABIT **$1,500 BUYS ONE** **EASY TERMS**

Mergenthaler Linotype Co., Tribune Building, New York

Chicago Agency, 521 Wabash Avenue. San Francisco Agency, 646 Sacramento Street. New Orleans Agency, 332 Camp Street.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

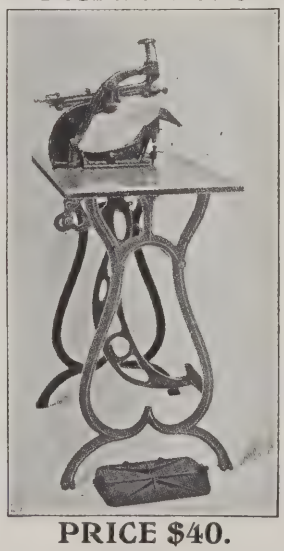
Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: THOS. CROFTS, 150 Nassau Street
Chicago Agency: CHAMPLIN TYPE & MCHY. CO. 121 Plymouth Ct

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

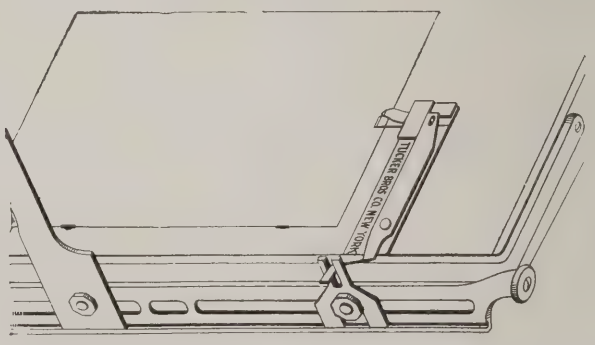
is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
500 NORTH TWELFTH ST., - PHILADELPHIA, PA.

The Tucker Automatic Register Gauge

A Time and Paper Saver—You Cannot Afford to Do Without It



This is positively the only gauge used on platen presses that PULLS the sheets to a register. Every pressman knows that you cannot PUSH a thin sheet of paper to a register mechanically. This gauge does not push the sheet, as all others do; it does not matter how fast your press is run it does not "kick" a stiff sheet away from it, but, on the other hand, it pulls it to it and gets a register. If a sheet is placed within ⅜ of an inch of the gauge it will pull it to it.

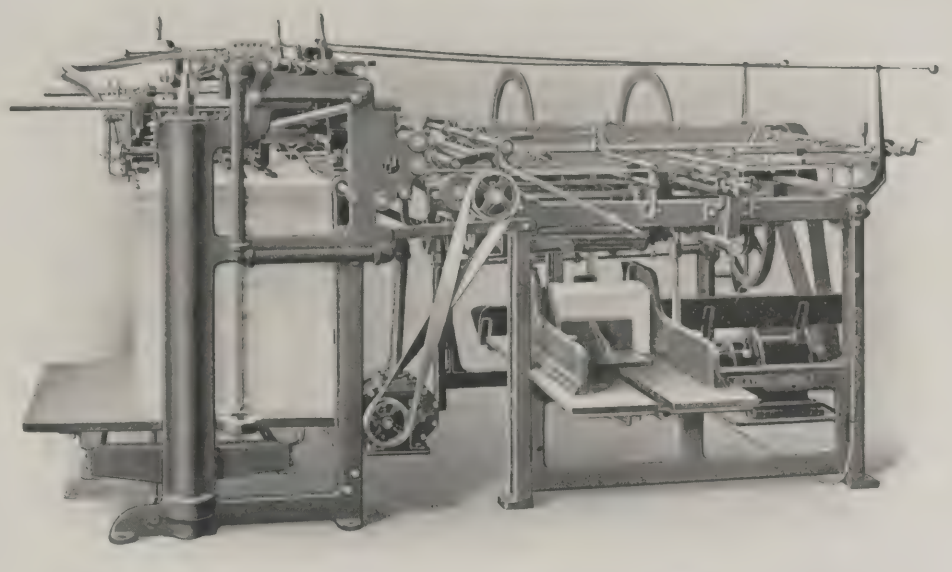
It works independent of the grippers, and can be put on or taken off instantly.

Write your dealer.

Manufactured by Tucker Bros. Co.

OAK AND GEORGE STS., BRIDGEPORT, CONN

An Outfit of Dexters Combined



THE No. 91 DEXTER JOBBING BOOK AND PAMPHLET FOLDER
WITH DEXTER AUTOMATIC FEEDER ATTACHED

THE DEXTER FOLDER COMPANY, - PEARL RIVER, N. Y.

Manufacturers of Folders, Feders and Paper Cutters

BRANCH OFFICES: CHICAGO, NEW YORK, BOSTON, PHILADELPHIA, SAN FRANCISCO

Hamilton's Improved Linotype Magazine Cabinet.

WOOD TYPE Of guaranteed height—the only kind an up-to-date printer CAN AFFORD to use—no underlaying of low characters—always an even impression. Such type saves time of workmen and increases the output of the press. Send for catalog.

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WISCONSIN

Eastern Office and Warehouse:
RAHWAY, NEW JERSEY

ALL PROMINENT DEALERS CARRY HAMILTON GOODS IN STOCK

A valuable line gauge, graduated by picas and nonpareils, sent free to every inquiring printer.

Hamilton's

development of the line of modernized Printing Office Furniture—Are you keeping pace with it? Send for new 18 page circular covering new articles—all time and material savers. Also send for our Book, "Composing Room Economy," showing floor plans of 32 up-to-date composing rooms equipped with Hamilton's furniture. It will assist you in solving YOUR problems.

Linotype Magazine Cabinet

An economical addition to the equipment of a machine office. Provides a place for all parts and accessories which go with the Linotype outfit. The valuable magazines are stored in dust-proof vertical drawers where they can not be damaged and are always accessible.

This Cabinet is built of Hardwood throughout, with heavy hardwood working top, and all nicely finished. The back is paneled.

Equipped with twelve matrix drawers, providing storage room for 128 running feet of matrices.

Two Liner drawers which will take any size Liner and three blank drawers for tools and small accessories.

Three shelves of Ejector Blade racks, providing room for 51 Ejectors, held securely in an upright position.

Compartment fitted with steel runs which will hold eight standard Sorts Trays, enclosed by roll front.

Eight vertical Magazine drawers, with wheel bearings at the bottom. Each drawer will hold a Magazine securely suspended on Bracket lugs.

Galley shelves for 28 standard size double column Galleys 8x24 inches.

Large Cupboard secured by door and fitted with adjustable shelves.

Occupies floor space 35x74 inches; height 38 inches; weight, 1,000 pounds.

List Price $160.00, subject to all regular and special discounts.

Special Magazine Cabinets built to order; prices and drawings furnished promptly.

The Bold Litho Series

Isn't it a beauty? Notice the superb cut of both the caps and lower case. Wouldn't your customers be delighted with it—particularly those people who have been paying high prices for lithographed stationery?

Send for complete specimens

Inland Type Foundry

12th & Locust Streets SAINT LOUIS
188 Monroe Street CHICAGO
160 William Street NEW YORK

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

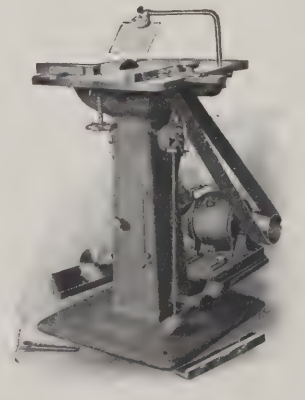
Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

The Goss Printing Press Company

Sixteenth Street and Ashland Ave., Chicago, Illinois

New York Office: Metropolitan Building, No. 1 Madison Avenue, New York City, N. Y.
London Office: 90 Fleet St., London. E. C., England



COLUMN SAW

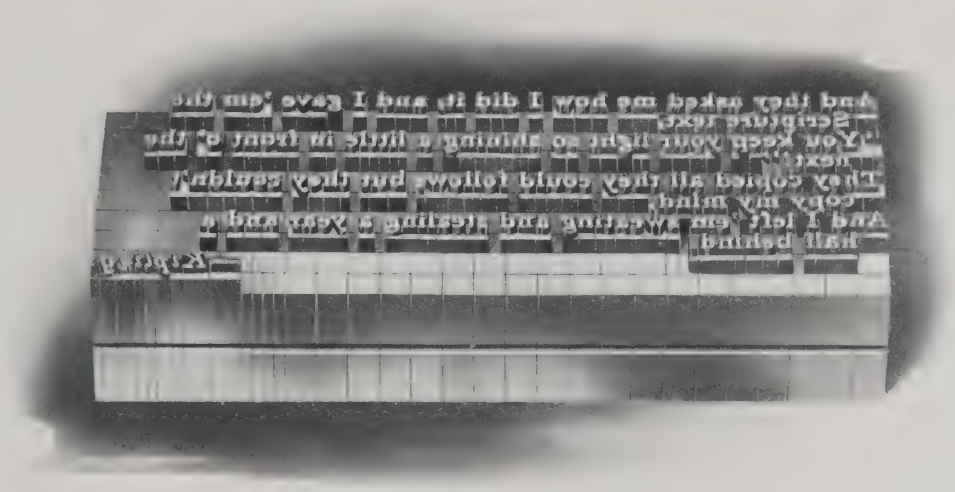
Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

THE MONOTYPE LOW-QUAD MOLD

Casts any size type (5 to 14-point, inclusive) in justified lines with quads and spaces (both justifying and fixed size), either high or low, as required



PRODUCT OF THE LOW-QUAD MOLD

This cut shows low quads at the beginning and end of the lines, low fixed spaces (3-em) between the words and low justifying spaces after the last word in each line

The Monotype is the only machine that makes and sets type on ordinary galleys; its product is identical with new foundry type set by hand and perfectly justified

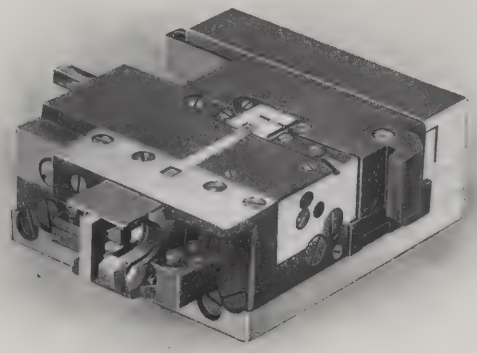
Lanston Monotype Machine Company

1231 Callowhill Street, Philadelphia, Pa.

12S

Set in No. 78 Roman and No. 781 Italic. Monotype Borders

THE *LOW-QUAD* MOLD

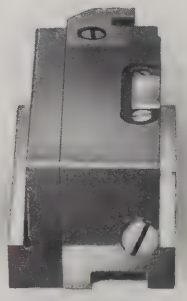


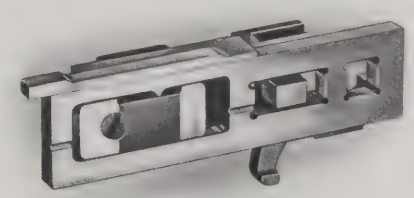
This is the Low-Quad Mold

A separate, self-contained unit for each point size; thus the accuracy of the type depends entirely upon the mold and is not affected by wear of trimming knives (there are none) or even wear of the machine itself. All parts reciprocate—no hinged joints to wear loose. Ample water circulation and positive lubrication make possible the casting of perfect type from the hardest metal at high speed.

This is the Improved Cross-Block

Note the wide base, and that the block is held down, both front and back; therefore the operator cannot affect the parallelism of the type by incorrectly adjusting the shoe that holds the cross-block against the type blocks.



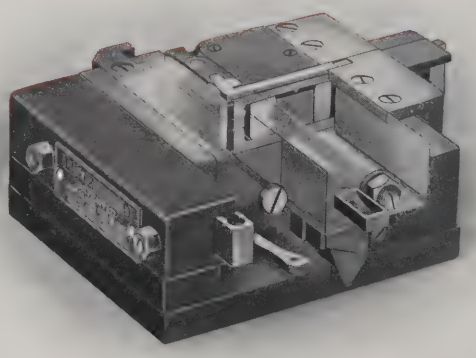


This is the Split Mold-Blade

When casting low quads and spaces (of any size) the top blade projects beyond the lower blade as shown. When casting type, or high spaces and quads, the top blade is pulled back and works as one piece with the bottom blade.

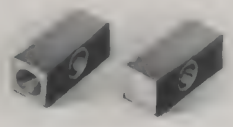
This is the Position of the Blades when Casting Low Spaces and Quads

When casting low spaces, the top of the mold is closed by the upper blade, instead of by a matrix—as when casting type and high spaces and quads. The space cast with the top blade forward is low, because the top of this space is cast against the bottom of this blade; while the space cast against a matrix resting on the upper side of the top blade is high.



Set in No. 78 Roman and No. 781 Italic. Monotype Borders

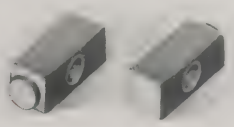
THE *LOW-QUAD* MOLD



This is the Matrix for High-Space Material

Note the cone hole in the upper end of the matrix; the centering pin seats in this to hold the matrix against the mold when the cast is made, and also when casting type to accurately position the face of the type on its body.

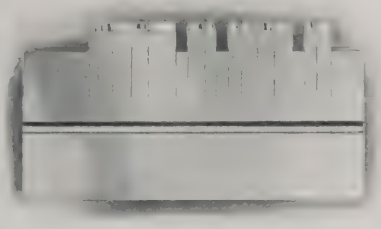
This is the Matrix for Low-Space Material



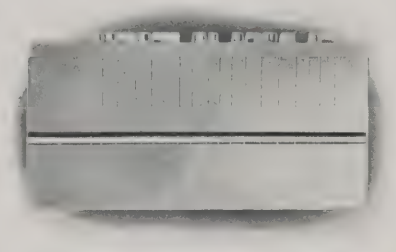
Unlike the matrix for high-space material (see above), this matrix has no cone hole, and consequently, when it is presented in casting position, the centering pin is prevented from making its full stroke. Thus checking the down stroke of the centering pin causes the top mold-blade to move forward and close the top of the mold.

This is the Product

Three different kinds from the same keyboard ribbon



Matter cast with matrices for low spaces and quads; that is, space and quad matrices without cone holes.



The same matter re-run from the same ribbon with high spaces and quads.

The same matter re-run from the same ribbon with high spaces and low quads.

This is One of the Special Uses of Low Quads

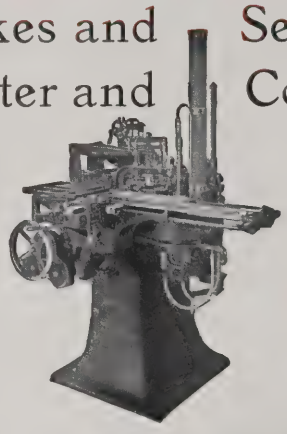
Monotype quads are so perfect in height that they present an absolutely uniform surface upon which cuts may be mounted, avoiding the use of blocks and saving the time of fitting in cuts. The keyboard operator sets the matter around the cut and after the type and quads are cast, the cut is fastened to the quads.

Set in No. 78 Roman and No. 781 Italic. Monotype Borders

THE MONOTYPE

Both Makes and Sets Type
The Only Type Caster and Composing Machine

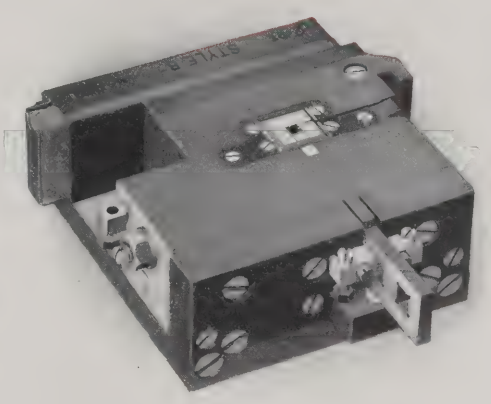
Casts Type in All Sizes
5-point to 36-point
Body Type, Display Type
Borders, Spaces and Quads



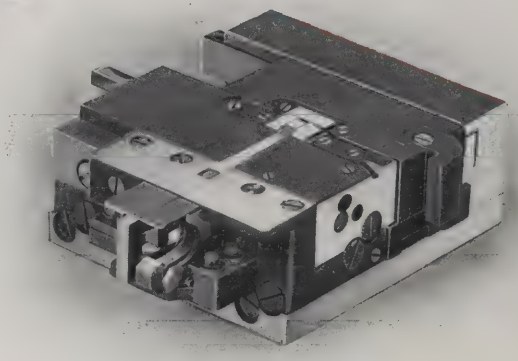
For All Kinds of Composition
Plain or Intricate
All Sizes, 5-point to 14-point
Any Measure up to 60 Picas

"The Machine with the Faces"

562 Fonts last month—
this month, 579



The "Style B" Mold
For high quads and spaces only



The "Style D" Mold
For both high and low quads and spaces

MONOTYPE USERS

have been given the fullest consideration in all our Low-Quad Mold plans. Not only has the operating attachment been designed so that it can be applied to any of our Casting Machines, but also we have provided for fitting low-quad blades to our Style B Molds. This is in line with our policy of making each improvement—and we are constantly striving to extend the scope of the Monotype—so that all our customers may profit by it.

Thus the Monotype user, instead of charging off a large amount each year for depreciation, can apply all improvements at small cost and keep his equipment up to date. This means that the printer who selects the Monotype can supplement his experience with ours and maintain his advantage over those who postpone the installation of

"THE VERSATILE MACHINE THAT KEEPS ITSELF BUSY"

Set in No. 78 Roman and No. 781 Italic. Monotype Borders

Queen City News
The Queen City Printing & Ink Co.
THE QUEEN CITY INK HABIT PAYS

DARK PHOTO BROWN, 615.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA - KANSAS CITY, MO.

Why try to get along....without it

You may get along but you will not get along.....long without a longing for an ink like H. D.

It is a quick drying ink. It is a hard drying ink. It is a handy ink to have on hand. You have daily need for.....H. D. ink.

THE QUEEN CITY PRINTING INK CO.

1925 South St., - - - - - - - - - - CINCINNATI
345 Dearborn St., - - - - - - - - - CHICAGO
147 Pearl St,, - - - - - - - - - - - - - BOSTON
11th & Hamilton Sts., - - PHILADELPHIA
6 W. 14th St., - - - - - - - - KANSAS CITY

"PUT IN YOUR THUMB
AND PULL OUT A PLUM"

THE
WILLIAMSON-HAFFNER
ENGRAVING CO. DENVER, COLO.

Low Fares to Seattle

Sixty-two dollars ($62) will be the round trip fare from Chicago to Seattle for the N. E. A. Convention and for the Alaska-Yukon-Pacific Exposition via the

Chicago
Milwaukee & St. Paul
Railway

The same low fare will also be offered for the round trip from Chicago to Tacoma, Portland, Victoria or Vancouver.

Tickets will be on sale daily from May 25 to September 30, inclusive. Tickets will be good to return until October 31, 1909. *Descriptive folder free.*

F. A. MILLER
General Passenger Agent
Chicago

The National Printer-Journalist

Should be in the hands of Every Newspaper Maker and Employing Printer.

All new subscriptions sent in on or before February 15th, 1909, will be taken at $1.50 for one year. This is in lieu of any premium offer

All old subscribers by paying up to Jan. 1st, 1909, and one year in advance, will be given the paper at the same rate.

National Printer-Journalist
1319 Ravenswood Park
CHICAGO

CAMPSIE'S
VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST
Station X **CHICAGO, ILL.**

Single Adjustment

¶A Hand Wheel Adjusts all parts of the "Boston" Wire Stitcher in an instant

The feed, cutter, table and clinchers are all positively adjusted by one movement of a hand wheel. There is no guesswork. Adjustment is automatic and positively accurate, every time. Some other Stitchers, adjusted by two or three manipulations, are advertised "Automatic." The Boston IS Automatic

American Type Founders Company General Selling Agent Boston Wire Stitcher

Megill's Patent GAUGES For Platen Presses

Automatic Register Gauge

$4.80 each. Guaranteed.

Sets imperfectly fed sheets to perfect register.

Actual size

DOUBLE-GRIP GAUGE.

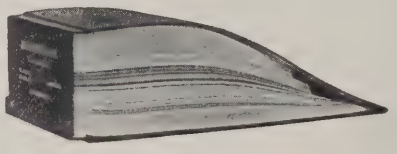
$1.25 set of 3.

Place two of these at the bottom and the "Automatic" at the side and you have the quickest, cheapest, most complete, all-around means of doing press-work, including fine color-work, yet devised.

Free Booklets

EDWARD L. MEGILL, Mfr.
60 Duane Street, NEW YORK

James White Paper Co.



TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

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Do you Appreciate Intelligent, Careful Co-operation and Prompt Service in your Catalogue Work, your Ad Designs, Half-tones and Engravings?
OF COURSE YOU DO!
THEN LET US HELP YOU.
Phone Nos., Randolph 747-748, Auto 6940.

BUFFALO PRINTING INK WORKS

1543-1551 NIAGARA ST.
BUFFALO
N. Y.

Present Phone Numbers—Randolph 748, Randolph 747

UNIFORMLY EXCELLENT

ULLMAN'S INKS

When you want to print
Something a little different
For some of your valued customers
The question of Inks
Is a most important one.
We are always pleased
To give you helpful suggestions
In the selection of suitable colors
And color harmonies.

SIGMUND ULLMAN CO

NEW YORK
CHICAGO
PHILADELPHIA

EVERY printer admires a beautifully printed illustrated booklet or catalogue, and if he has not yet learned how to equal the grade of work he admires, he naturally strives to do so.

Among other essentials, it is necessary that the cuts and electrotypes he uses enable him to secure high grade results without exceeding difficulty. In other words, he must have plates that will print well easily.

Printers throughout the country are more or less familiar with the high grade work produced by the Hollister Press. We furnish practically all the plates and engravings they use, and working in close touch with their press room, we know the natural troubles and give them plates that print right and without difficulty.

All printers who read this advertisement can demonstrate for themselves by sending us a trial order.

MANZ ENGRAVING COMPANY
75 EAST MONROE STREET
CHICAGO

The Keystone Type Foundry sold more Type in 1908 than in any previous year and our customers know why

Our Only List for All Type in Weight Fonts

One body, face and line, ordered at one time and cast to regular foundry scheme

Size	25 Lbs.	Size	25 Lbs.
5 Point	$1.20	9 Point	$0.48
5½ Point	.74	10 Point	.46
6 Point	.64	11 Point	.44
7 Point	.56	12 Point	.42
8 Point	.52	14 Pt. and larger	.40

Lower Prices for Larger Quantities

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati	New York	Chicago	St. Louis
Buffalo	Philadelphia	San Francisco	Toronto, Can.
City of Mexico, D. F.	Havana, Cuba	Buenos Aires, S. A.	London, Eng.

NATIONAL PRINTER JOURNALIST

A Journal for Printing and Allied Trades

Volume Twenty-seven | Chicago, February, 1909 | Number Two

THE COMMERCIAL VALUE OF PATHOS OR HUMAN INTEREST

IN a recent interview, Mr. Frank Munsey, who has a wide and successful experience in magazine and, more recently, in newspaper publishing, gave a classification of the commercial value of the emotion-awakening elements for increasing sales and circulations of publications. He placed "pathos first, love second, adventure third, humor fourth." He added, "you can manufacture love plots and adventure and, to an extent, humor, but you can't manufacture pathos; it must come of itself." Pathos is included in what is generally classed as "human interest" and rests on incident. It has its foundation in a univarsal human sympathy, that reaches to all individuals of the race and even to the domestic animals, and to those of the field and forest and to the birds of the air, in so far as they may manifest or be endowed with or related to those emotions of love, joy, pain and grief, common alike to humanity and to all living things.

Pathos is derived from a Greek word meaning "to suffer," and still this suffering through sympathy, for sorrow and catastrophy, is sought after in our reading more than anything else and is never shunned. It is arranged in the very constitution of man as a wise provision for the mutual protection and conservation. Pathetic human stories are the most popularizing elements in a newspaper. A certain degree of pathos is found in all the little things of life as well as in the great events. Read Burn's lines to the Mouse, whose home his plow had destroyed and see how moving and sweet is the picture in the incident and in the philosophy with the conclusion:

"The best laid schemes o' mice an' men,
Gang aft a-gley!"

TO A MOUSE, ON TURNING HER UP IN HER NEST, WITH THE PLOUGH, NOVEMBER, 1785.

Wee, sleekit, cowrin, tim-rous beastie,
O, what a panic's in thy breastie!
Thou need na start awa sae hasty,
Wi' bickering brattle!
I wad be laith to rin an' chase thee,
Wi' murd'ring pattle!

I'm truly sorry man's dominion
Has broken Nature's social union,
Which makes thee startle
At me, thy poor, earth-born companion,
An' fellow-mortal!

I doubt na, whyles, but thou may thieve;
What then? poor beastie, thou maun live!
A daimen-icker in a thrave
'S a sma' request:
I'll get a blessin' wi' the lave,
And never miss't!

Thy wee bit housie, too, in ruin!
Its silly wa's the win's are strewin!
An' naething, now, to big a new ane,
O' foggage green!
An' bleak December's winds ensuin,
Baith snell an' keen!

Thou saw the fields laid bare an' waste,
An' weary winter comin' fast,
An' cozie here, beneath the blast,
Thou thought to dwell,
Till, crash! the cruel coulter past
Out thro' thy cell.

That wee bit heap o' leaves an' stibble,
Hast cost thee mony a weary nibble!
Now thou's turn'd out, for a' thy trouble,
But house or hald,
To thole the winter's sleety dribble,
An' cranouch cauld!
But, Mousie, thou art no thy lane,
In proving foresight may be vain:
The best laid schemes o' mice an' Men,
Gang aft a-gley,
An' lea'e us nought but grief and pain,
For promised joy.

The destruction of a mouse's nest with a plow in the Fall is a very common, seemingly trifling incident, yet Burns saw and felt the pathos that it contained from the human interest view as well as the deep philosophy from human association and relationship, and he made the story of interest to all mankind and to live for over two hundred years with a promise of continuance for untold centuries, in the literature of many nations, to be read and reread by many hundreds of millions, so long as men shall live, sympathize or suffer on this earth.

Only those who are without feeling, who are as dry as dust in their conceit, religion, philosophy or learning, can fail to sympathize with little things of life, that touch the individual, the home, near relatives, friends and the community.

Metropolitan newspapers, and some others, and even ministers, and learned Professors—with a capital P—are inclined to cast a sling at the little incidents and personals that appear in home papers, and the country papers have equal opportunity to retort upon the metropolitan papers for the personal items printed therein

about society and club people, about the rich, and the members of the sporting and theatrical fraternities. Yet our lives are all made up of little things, and human interest and pathos come from the connection of these events with daily life. The record of the fact, in John 21st ch. 3rd v., that, "Simon Peter saith unto them, I go a-fishing. They say unto him, We also go with thee. They went forth and that night they caught nothing," would seem scarcely worth while, disconnected from surroundings, let alone the handing of the record down through centuries in the Book of all books, but how important, pathetic, dignified and glorious, when joined to the miracle and the teachings that followed. The killing of a pet cow or of a pet poodle are certainly trivial events in themselves, but if the affections and many of the happy associations of a human being or of a family have gathered around these pets or if they showed great intelligence and love and manifested these on dying, or if the cow was in a degree the support of a family, their takings off might have well been so hinged with pathos as to make the takings off worth the telling, in a newspaper.

Then often when a beast is accidentally killed, it might have been a human being.

George B. Lockwood, editor and general manager of the Marion, Ind., *Daily Chronicle*, recently had an editorial, that, incidentally, illustrates the point which we have reached in the discussion of this matter of pathos, that must be existent in the incidents related or in the relations of these incidents bear to human beings, men, women or children. He says:

An Indiana college daily quotes a college professor of rhetoric as follows:

"Speaking generally, American newspapers are deplorably edited. The 'Mary McAllister went to Jimsburg and John Jones' brindle cow was hit by an automobile at 4:15 yesterday afternoon' class of journalism utterly disgusts me. It's a fact that most of our country newspapers are without merit so far as good writing is concerned, and the same thing may be said of some of our larger dailies." Then more of the same sort.

One of the rather curious features of the newspaper business is that those who know how to conduct newspapers as they ought to be conducted are presumably never engaged in the business, and those who know just what genuine journalism is never indulge in newspaper work. Sometimes one wonders just why this is, and the only illumination one gets is when some one who knows just how newspaper work ought to be done tries his hand at the uplift. Then it becomes evident that the newspaper field is no place for a man who really knows what a newspaper ought to be. Through some perversity of fate newspaper work must of necessity be left to the bungling illiterates who grate on the nerves of the Browning interpreters and the Ibsen experts.

TASTE OF READERS CONSIDERED.

Perhaps the perverted taste of the people may have something to do with it. It is of course below the comprehension of those who enjoy the occupation of figuring out just what Spencer and Chaucer were driving at—this vulgar curiosity of Mary McAllister herself, which finds gratification in the chronicling of the fact that Mary has gone to Jimsburg. But, after all, Mary McAllister is a personage of quite as much consequence to the people who know her and are interested in her as Ward McAllister was to the social circles of Newport and New York, and there is quite as much rhyme and reason in the local newspaper's notation of her trip to Jimsburg as there is in the columns upon columns of matter printed in the metropolitan newspapers about the doings of the so-called society people whose names are more widely, though not any ways more favorably, known. The disaster to John Jones' brindle cow is not a thing to set the world agape, but those who know John Jones and to whom his cow is a familiar spectacle, there is just as much human interest in knowing what this local landmark did to the automobile or what the automobile did to it as in discovering through the more pretentious press that the Emperor of Germany has been skylarking around in an airship. And perhaps the adventures of Mary McAllister and of the cow which is the properey of John Jones—we are trying hard to be rhetorical—create about as much disturbance among the gods on high Olympus as the eccentricities of Emperor William, the post election observations of William Jennings Bryan or the opinions of this college professor about the country newspaper. Who knows?

The purpose of the newspaper edited with a view to its being read—and if it is not read what's the use of publishing it at all?—is to keep the community's record of events—the record of events which interest the people of the community as well as of those which instruct them. A country newspaper, or a city newspaper either, which devoted itself to the discussion of abstractions and which sought to be a department of rhetoric rather than what its name implies, a newspaper—i. e., a paper recording the events of human interest which fall within its special jurisdiction—might be read with avidity in the college libraries of the country, but it would have a mighty restricted circulation and influence among the people it sought to serve.

COUNTRY PRESS DEFENDED.

Personally the editor of the *Chronicle* has never had much sympathy with the effort to turn a laugh out of the country correspondent because such newspapers and such correspondents devote themselves to telling in a simple way, full of local color, what is going on at home. Usually these faithful home historians tell things that are a matter of knowledge to them. Would that all newspapers and all magazines and all rhetoricians and orators would do the same. What of the value of what they write? Who can tell? It may have been the first time Mary McAllister's name was in the paper. The item which seems so unimportant to the college professor is read and reared, and the paper is then laid away, and, though Mary McAllister may grow up and marry a French count or something equally as good and have her name in wood type in the Chicago *American*, the moment of pride, that comes with the first knowledge that she is a personage, is worth a lot to Mary and may induce the old man to pay up arrearages and renew his subscription. And as for John Jones' cow, why wait until she becomes a fossil animal dug up out of the submerged strata of an archaic civilization to introduce her to the public through the columns of the *Scientific American?* There are those to whom a live cow is an object of quite as much interest as a fossil of the mesozoic administration, and this is particularly true when one runs an automobile into a robust Holstein while not intending to molest anything more ambtious than a dog or a chicken.

Did you ever sit in the debris of a garret and look over the ragged files of the local newspaper twenty, thirty or forty years old? If so it has brought trooping out of the past the memories of almost forgotten years, memories tragic and tender, as the dead come to life again through the resurrection of these yellowing pages. Simple the chronicles and simply told, but instinct with that which stirs and touches the heart. Where are Mary McAllister and John Jones now? Perhaps already the alumni of the Sorbonne are looking for the episode of the trip to Jimsburg and the collision with the red devil!

The recognizing and gathering the incidents that contain pathos or human interest and then so writing these as to make the most of this pathos, and to awaken the greatest possible interest, requires great kindness of heart, the deepest human sympathy, the broadest possible understanding of human nature and of the relations of the people to and their dependence upon all surrounding objects and influences, and to fill a paper each week or each day with all such incidents in a community, demands unflagging industry and a great capacity for earnest, sympathetic work, for the most valuable element in a newspaper, "pathos," as Mr. Munsey well says, cannot be manufactured. A broadly-informed, ready-writer can sit down and write columns of a disquisition, of stories of love and adventure, in a comparatively brief time. Memory and imagination are the only requisites, but as editor Lockwood who, by the way, is an excellent newspaper man from a noted newspaper family, clearly indicates, these would not constitute news, would be devoid of interest to the great multitude of readers, and an earlyy demise of the paper so edited, or the bankrupting of its owner, would furnish an incident of pathetic interest for true newspaper men to chronicle.

PAST-PRESIDENT W. W. SCREWS AND THE MONTGOMERY ADVERTISER

IT has become a custom for the employes of the Montgomery, Alabama, *Advertiser*, once a year, to act as hosts and to banquet the head of the paper, Major W. W. Screws, editor-in-chief and his able co-worker, Frank P. Glass, the General Manager of the *Advertiser*. It has become a sort of annual love feast, or family reunion and dinner of all the workers on the splendid paper, concerning which, its methods and successes, we have had much to say in the past, for the instruction, encouragement and inspiration of the readers of the NATIONAL PRINTER-JOURNALIST, both by way of example and precept. We can not do better service this year than to quote from the interesting account given in the issue of the *Advertiser* of January 2d, at considerable length, as throughout there are valuable points, facts stated and suggestions to be gathered by the showing of the conditions that prevail in this wonderfully successful daily. It is a pretty complete picture, so to speak, of all that tends to make for the paper's success and the splendid spirit that prevails in every department and is the great vitalizing principle:

It will be an item of interest to many readers of the paper to know that within the *Advertiser* building there are between eighty-five and ninety persons, business office employes, editorial writers, reporters, machine operators, make-up men, telegraph operators, writers and machinists. It may interest them to know that without exception this labor is skilled and trained, and that each man engeged in it receives a salary high above the average, such as goes to skilled labor, and men of trained thought.

A UNIQUE OCCASION.

The occasion is unique and peculiar. There is no other paper of the country, on which the employes once a year assert themselves as hosts and have with them as honored guests the owners and the head of the paper. The custom, which is maintained and which is held in such high esteem is now seven years old, and each year, it has grown in enthusiasm and in pleasure. It is doubtful if in the entire country there is such an *esprit du corps* as that which characterizes the Advertiser and its force and certainly in no other office does it find such an expression.

The *Advertiser's* annual dinner is really a notable event in the journalistic news of the South, and during the dinner yesterday night, Editor Bruce Kennedy read telegrams of good wishes and good will from leading newspaper men of the South.

The *Baby Advertiser*, the family paper of the employes, made its seventh annual appearance during the dinner, and its coming was hailed with joy and appreciation by the members of the force. It was more than up to the usual standard. It was greatly enlarged, and the office jokes were duly appreciated. It was especially illustrated with cartoons and already there is a great demand for the little paper of twelve pages, which is not permitted to get into general circulation. It is probably the most unique paper published.

WHAT THE DAY MEANS.

And while there is laughter and fun at the *Advertiser's* great annual celebration, there was also a certain seriousness that goes with the sincere expression of appreciation and affection. In these words, the *Baby Advertiser* sought to express the indescribable atmosphere and affection which characterizes the *Advertiser* office:

"The *Advertiser* has an *esprit du corps*, that is perhaps known in no other newspaper office of the entire country. Brains could not build that up and money could not buy it. It comes of sympathy, of understanding and of consideration. And of such is the atmosphere in the *Advertiser* office made. It is as natural for loyalty and faithfulness to blossom into service under Major Screws and Mr. Glass as it is for the hillside to grow green and bloom under the kindly rays of the spring sun. Loyalty and faithfulness are not paid as a right, but with Mr. Glass and Major Screws they go as spontaneous expressions of appreciation, for remembered kindness.

"A year has slipped backward into the waste of time. It has been a good year for us; we believe it has been a good year for the owners of the *Advertiser*, but of that we can not judge; we hope, in our appreciation and in affection, that it has been a good year for them. May the coming year bring to them the measure of good that shall equal their deserts. If this should be done, they will lack no good or perfect gift.

"So say we all."

A genuine ovation was given Major Screws, who has for nearly fifty years been the editor of the paper and who has given, as one speaker said "The *Advertiser* the splendid character which has made it notable." It was some minutes before he could proceed, so enthusiastic were the men about the long tables and so determined were they that they should in some way express the affection of the entire office for him. There was a pathos in the brief speech of Major Screws in which he said that every man who was connected with the *Advertiser* when he became associated with it in1865 was now dead. And there was pathos, too, in his expression of the regret that he has always felt that the files of the *Advertiser* from the date of its founding in 1831 to 1865 were lost or carried away during the occupation of Montgomery by the Federal troops. Those parts of Major Screws's address in which he paid his tribute to the wonderful energy and splendid business ability of Mr. Glass during the twenty-three and a half years in which he had been with the paper were heartily cheered.

The men and women on the paper honored, too, in enthusiasm, the allusions to Major J. D. Barron, the vertran associate editor, who is now the oldest employe of the *Advertiser*, for his connection with the paper begun thirty-three years ago.

MAJOR SCREWS'S SPEECH.

In responding to Toastmaster Finnigan's happy introduction Major Screws said:

"There are several reasons for this being a day of more than ordinary interest to me. It is the day for changing the volume number of the *Advertiser*, and on the first page of this morning's issue you will see that it today enters upon the eightieth year of its long and useful career. Within the time covered by its existence it has recorded in its columns stirring events that have taken place at home and abroad. The history of the removal of the Indians from our fair State to homes across the Mississippi were reported in its columns and there were many scenes and incidents depicted calculated to soften the hearts of the most stoically inclined. Thousands of these children of the forest took their departure on boats at our city wharf. Our city was one of the principal points for the transmitting of news of the war between the United States and Mexico, for we had no fast trains and telegraphs and telephones those days.

"Montgomery was a very small town then, but it was a very advantageous transportation point, because of the Alabama river, which was the main artery of travel and commerce from the East to the Southwest. Pony expresses were the main ways of communicating news from the seat of war and the time on horse back from Mobile to Montgomery, made in those days has never been equaled since. From Montgomery the news was carried in a similar manner until faster lines were reached.

"The *Advertiser* was among the first to have particulars of what had happened. The manner of receiving and exploiting news today is the best commentary on the crude ways of our fathers. The great disaster which befell San Francisco a few years ago was known the world over even before the people of the stricken city themselves realized the extent of their misfortunes, and now the hearts are bowed down everywhere because of the appalling tragedy that has swept away thousands of lives and homes in Italy.

"Touch a key in a telegraph office and in a moment we know what is transpiring in our own and in the most distant lands, and warm and sympathizing hearts are at once moved to do what they can to relieve the sorrow and mishaps of the unfortunate.

"It is a great misfortune for Montgomery and the State of Alabama that the files of the Advertiser from its beginning in January 1830, until the close of the war, '61-65, were destroyed. It is due to the truth of history to say that they were not burned by order of any Federal officer when their troops came into the city in April, 1865. The presses and other material of the paper had been shipped to Columbus before the troops arrived here and this property was burned in that city. The files were left in the office, as it seems no one was thoughtful enough to have them removed to a place of safety in this city, and they were common property for any who might choose to take them. They can never be replaced.

"Another personal reason for my interest in this day is that it marks another anniversary of my making this city my home. Fortunate is the man who can claim a residence of so many years in so good a community—a city composed of so many lovely women and brave and loyal men. As said at our last gathering, all but seven of the years I have lived here have been spent in connection with my duties on the *Advertiser*. It is a sad thought that of all those who started out with me in those troublous hours in July '65, not another one remains, but true and loyal souls have made me feel that I am not by any means alone. We have one with us here now who began service on the *Advertiser* over thirty years ago, and off and on, principally on, he has been with us ever since. His name is a familiar one in Alabama and the people if the *Advertiser* who know him best, love and honor him most. He has passed the Ostler age, but has none of the marks which Ostlerism would indicate. He has had his share of the ups and downs, the sunshine and shadows of this life but in the midst of the greatest trials, he has been as gentle as a woman and as uncomplaining as a saint. You all know I refer to our dear, good friend, Major J. D. Barron. May his years still be long in the land.

"The next in service came to the *Advertiser* in June, 1885, and his work and worth shine forth in every department of the paper. His mastery of details, his good judgement, his quick perception of needs and grasping of opportunities have been of untold value to the paper, the community and the State. It is needless to say to you who know him so well that I refer to Mr. F. P. Glass. It is said that he and I are of different temperaments, but if so, two men of opposite types never worked better in double harness. One or the other, in parlance of the day, may be 'the wicked partner,' but certain it is that there has never been a jar or hitch between us.

"There are others who have been with us so long as to be parts and parcels of the household.

"A third reason for hailing this day with gladness is the recurrence of this annual gathering. No event is looked forward to with more pleasure and not one ever gives me more genuine delight. It is calculated to make the public at large think that the *Advertiser* is a big family of congenial spirits, when they thus meet once a year, with the announced purpose of paying a tribute to those who are the heads of the establishment. I know of no other instance in the newspaper world where employes thus honor employers. I thank you for this manifestation of your good will and beg you to feel that it is reciprocated to the full and running over by Mr. Glass and myself.

"History shows that the leaders of armies have been most successful who could feel in their hearts that they were upheld by men true to every obligation and ready to meet any call upon them. We feel that the *Advertiser* would not be what it is today without the cordial, hearty co-operation of those who have had to fill important positions in its daily life. They have been the indispensible cogs in the wheel without which there could have been no motion or progress.

"If we could have signalized the day by moving into the new quarters and starting into life the great 60,000 per hour new press and its electrical appliances and appurtenances, it would indeed have been a day of days for all of us. Again I thank you for kind words and acts and hope that the New Year may bring, to each and all of you and your's, happiness and prosperity."

THE ADVERTISERS GROWTH.

No less hearty reception was given General Manager Frank P. Glass, when as the second of the honored guests, he arose to speak, notwithstanding, he should have held some terrors for the assembled employes, being, as the *Baby Advertiser* had dubbed him, "the man who hires and fires."

Mr. Glass spoke with some feeling of the formation of the business partnership between Major Screws and himself more than twenty-three years ago, when he came from Selma to assist in building up the *Advertiser*. He felt a pride in the fact that in the twenty-three years in which he and Major Screws had been associated on the *Advertiser*, there had never been a difference, never a misunderstanding between them.

Of special interest to the assembled *Advertiser* men were the figures showing a comparison between the *Advertiser* of 1902 and the *Advertiser* of 1908. The *Advertiser* moved into its present home on the corner of Dexter Avenue and Lawrence Streets, at which time it was thought the building would be adequate for many years, but this building was practically doubled in the last few weeks, and the value of the paper's costly machinery was almost doubled. Mr. Glass quoted figures to show that the bill for composition in 1902 was $19,402. In 1908 the annual bill for composition in the *Advertiser* office had increased to $32,999.12, an increase of more than 60 per cent.

Mr. Glass's figures showed further, that the total of salaries paid the *Advertiser* employes in 1902 was $29,629.02. In 1908 the paper paid more than this for its circulation department alone. In 1908 the circulation department alone had cost $31,409. On the other hand the total salaries to the employes of the Advertiser footed up to $53,600, an increase of more than 150 per cent. Mr. Glass observed that for a paper which was sometimes misrepresented as an enemy of labor the *Advertiser* appeared to be doing pretty well for the laboring man.

In 1902 the paper spent $15,000 for blank paper. In 1908 this expense had more than doubled, for the *Advertiser* was spending more than $33,000 anually for paper. In 1902 *the* Advertiser had in its building sixty employes, but in 1908 this number had increased to eighty-five, and in 1902 the paper had only twenty city carriers, but in 1908 the total of city carriers had increased to thirty-five.

EMPLOYES' LOYALTY.

Mr. Glass voiced his appreciation of the *Advertiser* employes for the loyal way in which they had assisted him and Major Screws in building up the paper's success. He said, too, that the Advertiser had just erected a new building and had installed more costly machinery. In this the management was relying first on the growth and development of Montgomery and of Alabama which would demand and support such newspaper investment, and they were relying on the loyalty and faithfulness of the employes in the future as they had displayed in the past for maintaining the paper's high standard. And in closing he spoke feelingly of the pleasure he felt in the annual entertainments of the employes.

Charles I. Finnigan, Circulation Manager of the *Advertiser* was selected by his associates as toastmaster. Mr. Finnigan in the past has worn no medals as a toastmaster, and he has had no nickel cigars named after him as an after dinner speaker, but he surprised his friends by the admirable way in which he acquitted himself. He carried the fun and speaking features of the banquet along in excellent style and he deserved the compliments he received.

To Major J. D. Barron, veteran editor of the *Advertiser*, the honor of a silent toast was drunk by all, and that right heartily. Major Barron, because of the affection in which he was held was granted the unusual indulgence of not being required to make a speech. The general regret felt that Victor H. Hanson was absent for the first time in seven years on account of ill health was expressed by more than one speaker , who in his absence paid tribute to him.

THE EVENING'S SPEAKERS.

In the speaking nearly everybody had a hand, and though "we say it ourselves, as shouldn't say it" there are some pretty good after dinner speakers among the men who go to make up the *Advertiser*. Night Editor Bruce Kenedy described the peculiar and affectionate relations existing between bosses and employes on the *Advertiser*.

Cashier George McCombs, who has a local reputation as an after-dinner speaker, made an excellent little speech, bright with humor. Associate Editor Will T. Sheehan was presented by the toastmaster as a man who had been published in the *Advertiser* as being an eloquent speaker and he demanded that the Associate Editor make good before his assembled associates. He did. W. W. Waldo, in charge of the mechanical department, delivered a happy talk, for which he was roundly applauded, and in which he quoted from letters from former employes, regretting their inability to be present. Charles L. Harold, City Editor, spoke on reporting and bossing, and H. S. Crawford, the superintendent of the building and the mailing room, delivered himself well. Pressman F. M. Kennedy, Engraver J. M. Engler and V. E. Bowick, head of the Printers' Fraternity, delivered happy little talks. Albert Hanson spoke well for the Advertising Department, as did J. B. Massey for the Sterotyping Department. Mrs. Thomas M. Owen, in charge of the Womans' Department, spoke happily and was heartily cheered. Short talks were made by Purnell and Frank Glass, Jr., and Messrs. Wasler and Rippinhagen, who are in the city superintending the installation of the*Advertiser's* big new press, and Harry Berry of the Kohler Electric System delivered short addresses, in which they said they never knew of such another custom as the annual dinner with its various features on any other newspaper.

ADVERTISING AND CIRCULATION

ADVERTISING and circulation are closely related. The *Daily Press* of Riverside, California, published a talk on advertising in its issue of January 1st that contains thoughts worthy of consideration. We think, however, that the minimum rate given for the first thousand of circulation is placed too low, that is, where a thousand circulation properly covers the field. A paper that has only one thousand subscribers where it should, if meeting the demands, have four thousand, is worth very little. A one thousand circulation in a four thousand field indicates that the paper has not the full appreciation that it should command, and such a circulation as it has is apt to be scattered and to show good nature of the people rather than any real live interest in the publication. One thousand subscribers, where that number represents or includes nearly all the desirable customers sought by an advertiser, make a paper worth while, and advertisers can reach the people more effectively and profitably through the really popular newspaper than in any other way, and can well afford to pay the publisher what the space costs him with a fair margin of profit. We do not believe that any publisher can afford to furnish space in a live paper, that gives the news, properly works for the promotion of local trade, local institutions, interests and industries, in a way to be acceptable to and popular among its patrons, can afford space at less than ten cents an inch. It costs money to make a good paper in a small community and the advertisers get the advantage of the influence of the paper and can afford to pay for the same. The quality of, and the good will of, and real, active interest commanded by, a paper anywhere must be taken into account. The *Press* says:

To the modern merchant in the large cities the handling of his advertising is one of the most important departments of his business. The work is attended to by experts and a careful study is made of the relative value of different mediums, in placing advertising in weekly or daily papers their circulation is what fixes the value of the publicity and every well trained advertising man will insist that the price paid for the advertising correspond to the number of papers circulated.

In the smaller cities and towns many of the merchants have not yet learned the advertising business. They recognize the value of advertising, but to them a paper is a paper and they are constantly being worked into paying rates far beyond what the circulation warrants.

We know of one newspaper man in this county who continued to collect for advertising in Riverside, rendering bills and receipting them, for several months after his paper was dead. That is an extreme case, but it shows how little attention some men pay to their advertising and how easily it is to hand them a gold brick.

Some man will start a little weekly and print perhaps a hundred copies; he has no established circulation and only a handful of readers. And yet there are merchants who will pay a publication of that transient character as high a rate as they will an established country weekly, representing a good field and having several hundred subscribers. And they will pay a daily paper with a little over 2,000 circulation as high a rate as one with nearly 4,000 circulation.

They would be indignant if they were asked to pay as much for a half a sack of potatoes as for a sack or for a half yard of cloth as for a yard; but they will pay the same price for their advertisement in two papers when one has twice the circulation of the other.

The readers of newspapers are more discriminating. They are the people who furnish the classified ads—the "for sale," "for rent," "wanted," etc. And they gravitate to the paper that has the largest circulation. They know where they get results and they put their advertisements where they have the greatest publicity. Compare the classified columns of the Los Angeles *Times* with those of any other daily paper in that city and you will have no trouble in telling what daily there has the greatest circulation. And as a good illustration of the small city daily, compare the classified columns of the *Press* with those of any other paper in its class, and you will have an added proof of the correctness of our circulation claims.

On small city dailies the generally accepted basis of figuring display advertising is from four to five cents per inch for each 1,000 of circulation. The paper of 2,000 circulation would therefore be entitled to about 8 or 10 cents and of 2,500 to about 10 to 12½ cents per column inch per insertion. The paper of 3,00 circulation should be entitled to charge 12 to 15 cents, of 3,500 14 to 17½ cents, and of 4,000 16 to 20 cents. And merchants have as good a right to know what circulation they are getting for the money they pay as they have a right to insist on receiving a pound of butter instead of half a pound, when they pay for it.

Any paper that has a legitimate basis for its circulation claims courts investigation; the paper that makes flamboyant statements about its big circulation but never publishes any sworn statements and never invites advertisers to inspect its books is usually putting up a bluff. And it is poor business policy for an advertiser to pay out his good money on a bluff. He might learn a whole lot by calling the bluff.

PABOR QUITS NEWSPAPER

WILL GO BACK TO DEVELOPING PABOR LAKE COLONY LANDS.

W. E. Pabor, who has been editing the Farmer and Fruit Grower department of the *Semi-Weekly Times-Union* during the year, leaves for his home at Pabor Lake, near Avon Park, Fla., this evening, his engagement for such service closing with the last issue on Dececmber 25. He will take up his former work of developing the Pabor Lake colony lands, in the lake region of South Florida. There is a prospect of the Haines City branch of the Atlantic Coast Line being built ere long, Mr. Emerson, president of the road, having written him that the proposed extension has not been abandoned by any means, but will be taken up and the line constructed, for which a survey has been made and right of way secured, as soon as financial conditions justify it. This road will run within half a mile of the Pabor Lake colony lands, where there are several orange and grapefruit groves planted and being cared for by Mr. Pabor and his two sons for non-resident owners, and others will be established.

In addition to this, Mr. Pabor has signed a contract with a well known Atlanta publishing house to write special articles on Florida farm and fruit-growing topics, which his long residence in the State and his practical experience has made him familiar with. He has been engaged for some time in preparing a book on Florida as an agricultural State, which will be utilized by the Atlanta publishing house in connection with a projected Florida winter colony book, to be published during the coming year.

Twenty-five years ago the Orange Judd Company, of New York, published a book on, "Colorado as an Agricultural State," written by Mr. Pabor, while he was editor of the *Colorado Farmer and Fruit Grower*, at Denver, Colo., which had a wide circulation at that time and aided materially in developing the resources of the Centennial State.—*Jacksonville Metropolis.*

NEWSPAPER MAKING AT UNIVERSITY OF MISSOURI

THREE special editions of the *University Missourian*, an afternoon daily newspaper published by the Department of Journalism at the University of Missouri, at Columbia, have been issued for the training of the students. They do the work for the newspaper, which is the first publication of its kind, under the direction of experienced newspaper men. Thus it is intended to supplement their class-room training with "laboratory" work. It is the Missouri idea in full working order.

The special editions were issued the morning following the last national election, the afternoon of the football game between the Washington University and University of Missouri football teams, and December 11, when Dr. Ross A. Hill was formally inaugurated president of the University of Missouri.

Hundreds of educators from all parts of the United States were in Columbia, where the University is located, to attend the inauguration, and they expressed astonishment when the *University Missourian*, containing a full report of Dr. Hill's 11,000-word address and a description of the exercises, was delivered to them by yelling newsboys as they left the hall where the ceremonies took place.

The *Missourian* is ordinarily a four-page, six-column newspaper, but it was enlarged to six pages, for obvious reasons, on that occasion. Dr. Hill's address was obtained in advance, and with the headlines it just filled two pages. These were printed as pages three and four of the "extra" and the regular edition, issued later in the day, at the regular hour of publication.

The exercises in honor of Dr. Hill began December 10, and continued two days, but the formal installation took place the morning of December 11. Students in the Department of Journalism were assigned to report the proceedings in relays, one reporter taking one speech, and leaving the hall as soon as it was finished to write it. Another member of the staff wrote the "lead."

The headlines had been written in the class-room in advance, and in consequence it was possible to close the "forms" soon after Dr. Hill, the last speaker on the program, began delivering his address. It was in reality the easiest "extra" to get out the Department had undertaken but the visitors declared they thought it remarkable. Columbia is a town of 10,000 population—aside from the University community of 3,000—and the visitors had not anticipated any evidences of so-called metropolitan journalism.

The cool-headedness and ability of the students were really tested, however, when the *Missourian* issued its "football extra." The extra appeared on the streets twelve minutes after the game was over, and was sold to spectators at the game as they walked from the athletic field down-town—about half a mile. But if any one of the reporters at work on the "story" had "fallen down," this record probably would not have been established.

The game took place November 14th. In advance, students in the Department of Journalism wrote headlines covering three possible contingencies—victory or defeat for the Tigers, or a draw.

Students were assigned to report the game play by play, telephoning the reports over a special wire strung for the occasion from the gridiron to the printing plant. The other end of the wire was run into the plant beside a Linotype machine, and a student there, during the earlier part of the game, wrote out a description of the plays on a typewriter and handed them to the operator. During the latter part of the game he "talked off" the plays to the Linotype operator, so that they were put into type within about two minutes after they were executed on the gridiron.

The students who telephoned the description of the game to this reporter were housed in a sound-proof telephone booth, constructed for the occasion and set up on the "bleachers." Undisturbed by the enthusiastic "rooting" of the spectators, and able, through the glass front of the booth, to watch every play as it was executed, they gave an accurate and rapid description.

Other students collaborated on the "sideline notes," and "picture story" of the game, and none of them lost his head, as a newspaper man, sent by a metropolitan newspaper to report the game, cynically predicted they would.

In consequence of the rapidity with which the students worked, the extra, containing the detailed story, the descriptive narrative and the notes, was being sold on the streets just twelve minutes after the game was completed. It should really have been only five minutes, because one of the "make-up men" in the printing shop, in his excitement and hurry, put a half-tone into the form upside down. The mistake wasn't discovered until the first paper was run off, and it took four and one-half precious minutes to remedy it.

The earnestness of the students and their interest in the work was well illustrated when the *Missourian* issued its first extra edition. This was the night of November 3, and the extra appeared at 7 a. m. the following morning, giving the election returns to that hour.

It was announced in advance that no student would be required to work on this extra, as it would involve losing a night's sleep, but that anyone who wished to volunteer might do so. Of about thirty students who were taking laboratory work—there are sixty-seven in the department—half volunteered. The others had gone home to vote.

There was not work enough to keep so many men busy, nor even to give each something to do, and at midnight they were told that all who wished could go home. None went. At 3 a. m. this announcement was repeated. Still none of the students left the newsroom. They wanted to stay and help get out the extra. And stay they did. They were present when the first copies left the press at 7 a. m. and they went home to snatch a nap with the damp sheets hugged in their pockets.

The chief purpose of these editions is to teach the students how newspapers handle news under pressure, and how, when an extra edition is foreseen, preparations are made in advance for it.

LOOK FORWARD TO ITS COMING EACH MONTH WITH GREAT EXPECTANCY.

El Paso, Texas, Jan. 5, 1909.

National Printer-Journalist, Chicago, Ill.

Dear Brother Herbert:—Enclosed find my check for $2, in payment of subscription to National Printer-Journalist to May, 1909. I have been reading the Journalist for the past five or six years, and look forward to its coming each month with great expectancy. Not only does it keep me in touch with the newspaper fraternity throughout the nation, but also with the many friends I made among the membership of the National Editorial Association. While not now actively in the newspaper business, I still take great interest in everything pertaning to newspaper publication, and find the N. P.-J. of constantly increasing interest to me.

Wishing you a prosperous New Year and with greetings to all my old friends and compatriots in the N. E. A., I am,

Very truly your friend,

W. J. Buie,
Ex-Pres. Texas Press Ass'n.

THE EDITORS LEARN LESSONS OF CITY UPBUILDING FROM MINNESOTA'S DESIRABLE CITY

IT was impossible, at the time, to give reproductions, from the hundreds of newspapers of all the good and instructive things said about Minnesota and its progress and entertainments. Here is an extract from the Jeannette, Pennsylvania, *Dispatch*, that has given the editor of this paper much pleasure and that we believe will still prove profitable and pleasing to all readers of the NATIONAL PRINTER-JOURNALIST:

The entertainment feature provided for the National Editorial Association during the week's stay in St. Paul were such a constant succession of new features that it would be difficult to say which was the most delightful. "Red Wing Day," however, had an added charm for the editors by reason of the fact that this growing city is fondly regarded by them as the "Cradle of the National Editorial Association." It was while Mr. B. B. Herbert, the honored "father" of the N. E. A., occupied the editorial chair on the staff of the Red Wing *Republican*, that he conceived the idea of a national organization of newspaper men. He saw his dreams realized in the permanent organization of the National Editorial Association at New Orleans in February, 1885, and Red Wing, Minn., witnessed his zealous labors for the perpetuity of the organization during its years of struggling infancy. Its future strength and success were no uncertainty when other fields of labor enticed Mr. Herbert from the little city which is inbedted to him for the organization of a number of the manufacturing enterprises which have contributed so much to its growth. Thus it came about that when Red Wing decided to have an Old Home Coming celebration, the invitation to their former respected citizen included all his co-laborers in newspaper work attending the convention at St. Paul.

Eight o'clock Saturday morning, August 22, found the editorial party aboard the steamer Rutledge at her dock at St. Paul. Perhaps in deference to the memory of Chief Red Wing, the party decorated themselves in true Indian fashion with red wings provided by the entertainment committee and when the boat started on her way down the Mississippi, every desirable nook was occupied by a congenial little party of friends intent upon the full enjoyment of the beautiful scenery and the perfectly ideal weather. During the trip down the river, the party had the opportunity of observing the work done by the government to preserve a navigable channel. The shores have been covered with stones—technically—riprapped, and wing-dams are constructed at frequent intervals. One of the women of the party had noted what seemed to her, obstructions in the river and to her query as to the "why," the one who knew, said they were wing-dams until the boat accidentally ran into one, and then the name was reversed.

Red Wing, the county seat of Goodhue County, about forty miles distant from St. Paul, is delightfully situated near the head of Lake Pepin, which is a widening of the Mississippi River. Those who are familiar with the whole course of the "Father of Waters," say this portion of the river is the most beautiful. Huge natural amphitheaters indent the high bluffs and Chief Red Wing chose one of the loveliest of these spots for the home of his tribe. Red Wing is taking his last long sleep on the crest of a great bluff overlooking the beautiful valley and the spot is marked by a huge red wing erected by the people who have taken possession of his domain.

Red Wing, "the Desirable City," was once a great wheat market but since the world's "bread-basket" has been moved further to the northwest, it has become quite a manufacturing center and is still growing.

The entertainment for the editors included a very substantial dinner served in the Armory immediately after our arrival. The party then assembled in the splendid public auditorium which was presented to the citizens of Red Wing by the executors of the estate of one of its public-spirited men, Mr. T. B. Sheldon. A handsome sum was bequeathed by him to provide a suitable public memorial and an up-to-date amusement place was chosen by the people. After the mayor's welcome and suitable responses, we enjoyed a camera-phone entertainment. After addresses and the ceremonies incident to the laying of the cornerstone of a fine new home for the Red Wing *Republican*, carriages and automobiles carried the party through the principal business and residence streets and the suburbs where several educational institutions are located.

While Red Wing has many praiseworthy features, its Civic League is worthy of special note. This organization has 1,500 members who are pledged to individual effort to keep the city clean and add to its beauty. It encourages competition among school children in tending flower beds, lawns and gardens and has accomplished much in removing unsightly signs and other objects which so mar the beauty of a town or landscape. Many of the party returned to St. Paul by rail. Although it was one o'clock A. M., when the boat reached St. Paul, none who waited for the boat, regretted the long ride up stream. The day was crowned with just as glorious a sunset as that into which Longfellow's "Hiawatha" disappeared. Then came the deep peacefulness which one enjoys only when far removed from the din of industry and the deepening shadows shut out the sights of the busy world.

It is certainly well, as the executive committee enter upon arrangements for another annual convention, to recall the lessons and enjoyment, of the preceding year. We believe in members of the same calling getting together for conference and an interchaning of views and also in legitimate co-operation. It is now believed that N. E. A. has reached a point where business co-operation will be deemed advisable.

THE N. P.-J. "GETS NEXT TO ITS READERS."

PLAINDEALER, MARSEILLES, ILL., Dec. 29, 1908.

National Printer-Journalist,

Mr. B. B. Herbert, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Enclosed find $2 for renewal of my subscription for another year. Kindly receipt for same. The December number of PRINTER-JOURNALIST was indeed a fine one. Getting next to your readers is the important problem all editors must solve if success worthy the name is desired. The N. P.-J. does this in large measure.

The season's greeting to Editor Herbert and the whole force. With respect, TERRY SIMMONS.

TO THE NEWSPAPER MAN, "LIKE BLOOD TO HUMAN LIFE."

THE GAZETTE, EAST HARTFORD, CONN., Jan. 2, 1909.

Brother Editor Journalist.

Your reminder received yesterday, and I enclose check for another year to keep in the family of those who want to be up-to-date. The JOURNALIST to me is like blood to human life; couldn't live without the JOURNALIST, that is to say while I am in the newspaper profession.

Wishing you a prosperous New Year, I am, as ever,

Yours truly, H. B. HALE.

ITEMS OF INTEREST—INFORMING, INSTRUCTIVE OR SUGGESTIVE

FOR nearly five hours New Year's night, three hundred and eighty-six men and women made merry in the big, new building built, owned and occupied exclusively by Arthur Capper, the well-known publisher of the Topeka *Daily Capital, Farmers Mail and Breeze, Missouri Valley Farmer, Household Magazine* and *Kansas Weekly Capital;* the occasion being the Fourth Annual Reunion and Housewarming of the employes of the Capper publications.

The floor of the huge business office which occupies the entire main floor of the building was transformed into a mammoth banquet hall. With one or two exceptions, more people sat down at this banquet than at any other similar gathering ever held in Topeka.

Mr. Capper's talk was the closing one on the program. It went right from the heart of the employer to the hearts of the several hundred employes. The keynote was sounded when he said: "I would rather occupy the commonest one-story shop on a back street and have my employes satisfied, than the grandest business palace in the town if filled with mutterings of discontent."

The semi-weekly Batavia, Ill., *News* is no more and there is some doubt whether even a weekly will be issued in future from the plant owned by Clark Lewis, according to the announcement made from the office. William Wrightman, who for several months has been lessee of the plant and owner and originator of the semi-weekly paper, has quit cold, announcing his sudden decision, to go out of business, to have been caused by a failure to arrive at a satisfactory understanding regarding the ownership of the busintss and plant, still retained by Mr. Lewis.

To publish a Sunday supplement or magazine for circulation with Sunday papers a company of business men formed in Des Moines has purchased the *Literary Magazine* of Chicago and will publish it at Des Moines. John J. Hamilton is president of the company, C. L. Gilcrest vice-president, A. M. Piper secretary and C. C. Proper treasurer.

After an exciting campaign the Chicago Press Club elected the following new officials: Henry Barrett Chamberlin, president; Frank M. Morriss, vice-president; Duncan M. Smith, second vice-president; Wright A. Patterson, third vice-president; Frank W. Smith, treasurer; Henry J. Bohn, financial secretary; E. W. Pickard, recording secretary; Joseph F. Henderson, George W. Weber, J. Newton Nind and J. E. Defebaugh, directors.

Among new Illinois corporations is the De Kalb Chronicle Publishing Company of De Kalb. Capital, $30,000; general printing, lithographing, engraving and advertising business; incorporators, Edward J. Raymond, Frank W. Greenaway, John K. Newhall.

For the purpose of boosting the circulation of newspapers throughout the west, T. P., Louise M. and George S. Myers of Waterloo, Iowa, have formed the Western Circulation Company. According to the articles of incorporation filed in the office of the secretary of state, the company will engage in the general business of increasing circulations of newspapers and other publications by advertising and securing new subscribers. The company is incorporated for $5,000.

The Litchfield, Ill., *Weekly Herald*, published by the Litchfield Printing House, and edited by J. Stanley Cline, has suspended publication. It has been in existence for twenty-eight years, and was at one time one of the most prominent papers in that section of the state.

W. W. Watt, city editor of the Janesville, Wis., *Recorder*, and alderman of the third ward, will locate at Reno, Nev., where he will engage in the insurance and real estate business.

A deal has been closed whereby S. B. Roach, of Mason City, Ill., becomes associated in the editorial management of the Kankakee *Republican* with W. H. Bassett. A block of stock in the corporation has been purchased by the Mason City man.

A. E. Johnson, owner of the Milwaukee Swedish newspaper, *Hemlandet*, the oldest Swedish-American newspaper, has received for a New Year's present from King Gustav V. of Sweden, the honor of being created a commander of the Royal Order of the Vasa. Mr. Johnson formerly lived in Chicago.

Geo. H. Benedict, of the Globe Engraving & Electrotype Co., presents an 18x28 blue-print, a diagram showing the cost of half-tones,—a graphic illustration of the varying cost of the various sizes.

For the good of the craft, one of these diagrams should hang in every photo-engraving office in the United States—for use in explaining to clerks, salesmen and customers that any half-tone sold for less than $1.75 carries with it a loss that is equivalent to a cash contribution. It has been demonstrated that the square-inch rate is the curse of photo-engraving, because it puts the manufacture of cuts on a speculative basis—on large cuts the engravers win—on small cuts they lose, and the profit on the large cuts is the "gold brick" that has started more photo-engraving plants, in every city, than can be profitably operated. There has been a considerable cost in getting up the diagrams, the blue-prints, the explanation and the postage, that will be barely covered by a charge of 25 cents, but Mr. Benedict will supply the diagram to all who send for it—for that amount. He asks nothing for his own work. Address—Geo. H. Benedict, 407-425 Dearborn St., Chicago, Ill.

Mr. Chas. Metzger, 9018 Exchange Ave., Chicago, Ill., was the leading prize winner for Illinois in a recent prize contest for new students of the illustrating and cartooning course of the Correspondence Institute of America, Scranton, Pa. This Institute has many students and graduates who have won success as illustrators and cartoonists. Their work has been published in leading newspapers and magazines. Mr. Metzger is only a new student and his success is most promising. Other prize winners from Illinois were: Miss Nellie Whitmore, 1070 E. 56th St., Chicago; Mr. Lewis Mathews, 216½ E. State St., Jacksonville; Mr. Anton J. Vezinsky, 490 Herndon St., Chicago; Mr. John Brewer, Box 195, Lebanon.

James A. Wood, for many years salesman for Barnhart Bros. & Spindler, Chicago, widely and favorably known throughout the middle West, was married Dec. 16th, 1908, to Miss Edna Mae Brink, daughter of Horace Brink of Chicago. During his many years of service with Barnhart Bros. & Spindler, Mr. Wood has acquired practical experience and most valuable knowledge of type, material and printing machinery. He has visited nearly all of the largest printing offices in the Central West and has a very extensive acquaintance in Southern Ohio and Tennessee. There are many friends in the trade, who are acquainted with "Jim," who send heartiest congratulations.

The News-Mail Co., Charleston, W. Va., has purchased a very complete equipment of material, type and machinery of Barnhart Bros. & Spindler, Chicago. It included a new Oswego power cutter, Chandler & Price presses, and a Brown folder.

The News Pub. Co., Des Moines, Iowa, has installed a Miller Saw-Trimmer purchased of Barnhart Bros. & Spindler, Chicago.

The Old Time Printers' Association held its 24th Annual Banquet and Ball at the Sherman House, Monday Eve., Jan. 18th, in honor of the 203rd Birthday of Benjamin Franklin.

C. K. Eberts, who covers Kentucky and Tennessee for Barnhart Bros. & Spindler, was suddenly called home to Chatham, Ontario, during the holidays by the sudden death of his brother.

Among the recent Chihcago trade visitors were C. W. Graham, who represents Barnhart Bros. & Spindler in Iowa, and W. R. Small, who covers for the same firm the state of Indiana.

R. T. Brooks, Buenos Ayres, South America, who is manager of the branch house there of the National Paper & Type Co., New York City, called on the trade in Chicago the latter part of December.

Twin City Printing Co., Champaign, Ill., has installed a new Oswego power paper cutter and a Chandler & Price Gorden, bought of Barnhart Bros. & Spindler, Chicago.

An idea worthy of the careful consideration of every business organization was brought out at the annual Social Session of the Welfare Council of the Cramer-Krasselt Co., held at the St. Charles Hotel, Milwaukee, on the evening of December 5th. Mr. Cramer, president of the advertising house, declared that the success of the company during the year of comparative depression just past, was due in very large measure to the welfare spirit maintained in the organization. The mutual concessions and sacrifices as well as the full co-operation of every department and individual composing the company, made possible the maintenance of the full effectiveness of the organization through the months of comparatively poor business, and insured full capacity to meet the demands of the commercial revival now so apparent. The family spirit made for unity and safety and for real, permanent and satisfactory success. The annual Social Session was simply a gathering of the friends of the company to the family table, the family hearthstone and the family good will and good cheer of the Cramer-Krasselt Co.

C. M. Lee has purchased the Banner County *News* at Harrisburg, Nebraska, of N. M. McKinnon. The paper will hereafter be edited by him. Mr. Lee is a young man 19 years of age who has had five years' experience in the printing and newspaper business. He was formerly of Holton, Kansas, but for two years has been employed as foreman on the paper that he has now purchased.

"The Railroad Red Book," a time-table publication of the Denver & Rio Grande Railroad, is devoting considerable space to articles descriptive of the varied agricultural, horticultural and mining resources of the territory served by its lines in Colorado, Utah and New Mexico. The January issue has a series of articles contributed by undisputed authorities on these subjects, the whole forming a review of the accomplishments for 1908 and a forecast for 1909.

CHICAGO SCHOOL OF JOURNALISM

Chicago has a Practical School of Journalism, of which more complete notice will be given later. It is conducted on the correspondence plan which has its advantages.

The Dean is Edwin L. Shuman, Literary Editor, Chicago *Record-Herald;* Author of "Practical Journalism," and the Associate Dean is Robert H. Holden, and Instructors are all active editors on large Chicago papers.

The announcement of the school contains the following: The General Course covers the whole range of journalistic writing in thirty-two exhaustive lessons. Each lesson consists of a printed lecture and a practical "assignment" for the student to write. Every lecture is full of concise directions as to the best methods for winning success in journalism.

PRACTICE IN ACTUAL REPORTING.

For each lesson the student writes an article as if it were for a newspaper. His manuscript is corrected by an experienced editor and returned with a letter of advice. Thus the student gets real practice in reporting, combined with the personal aid of an expert to point out his errors. This is the only system by which journalism can ever be taught satisfacorily. It is based on the actual usage of the city editor's room.

LECTURES BY VETERAN EDITORS.

The General Course is prepared by Mr. Shuman, who has had twenty years of experience in newspaper work. Along with his lectures are others by veteran editors, including the following:

Mr. George P. Upton, author and editorial writer, Chicago *Tribune.*

Mrs. Elia W. Peattie, novelist and literary editor, Chicago *Tribune.*

Mr. John J. Flinn, head editorial writer, Chicago *Inter Ocean.*

Mr. Trumbull White, former war correspondent, Chicago *Record-Herald;* now editor of the Red Book.

Mr. James O'Donnell Bennett, dramatic critic, Chicago *Record-Herald.*

Mr. Herman L. Reiwitch, city editor, *Record-Herald.*

Mr. F. M. S. Brazelton, former telegraph editor, *Chronicle.*

MAKES COMPETENT REPORTERS.

Students who finish this course satisfactorily are competent to begin work as reporters on any newspaper. In fact, the course is so comprehensive that many active young reporters and correspondents find they can increase their chances of promotion by taking it. It is recommended to every one who wishes to write good, straightforward English, whether he intends to enter journalism or not.

REPORTING.

For men and women in newspaper work the Practical School of Journalism offers advanced courses by which they can prepare themselves for promotion. There is not one country correspondent or reporter in ten who could not increase his income by taking one of these courses.

The Advanced Course in Reporting is prepared by Mr. Reiwitch, whose years of service as city editor of the *Record-Herald* have fitted him to give expert instruction in news-gathering. The methods of practical drill are the same as those used in the General Course.

TELEGRAPHIC CORRESPONDENCE.

The Advanced Course in Telegraphic Correspondence is by Mr. F. M. S. Brazelton, former night editor of the *Inter Ocean.* This is an admirable course for country correspondents who wish to learn how to increase their pay.

REPORTERS' CRITICAL COURSE.

Helpful criticism on the regular work of reporters and correspondents is given in the Reporters' Critical Course. It is in charge of Mr. Holden, formerly city editor of the *Chronicle.* This is worth many times its small cost to writers who wish to rid themselves of unconscious errors.

ESTIMATING

ONE of the most difficult things in the printing business is the furnishing of accurate estimates in advance that will prove profitable to the printer and fair to the customer. No two jobs can be done for exactly the same cost or at least there is no way of being absolutely certain, in advance, as to this fact. There are always varying conditions. The time that will take to set up, to read proof, to correct, revise, show proof, impose and make ready is always attended with uncertainty. No two printers will do any of these things on a job in exactly the same time or at the same expense. It is doubtful if the same printer will ever be able to repeat any of these operations in exactly the same time, twice in succession. There are a score of possible and varying conditions, that need not be ennumerated for the enlightenment of any experienced printer, making it impossible to say as to the exact time that will be taken. To look at copy presented and say that to put it into type ready for he press will take a certain length of time, is merely a guess. Experience helps in the guessing, but even then, untoward circumstances or conditions may arise or accidents happen that will upset the calculations of the most expert. In the face of all these difficulties, printers are constantly asking for the high privilege of making estimates. The folly of all this is most clearly shown in a communication from a paper salesman, who has evidently well learned the ways of printers, in a communication to the San Francisco *Ben Franklin Printer*. The writer says:

> The writer believes that one of the greatest faults with the printers of this community is in sending out literature, and also business cards, on which the following appears: "Estimates cheerfully given." This is something that should be eliminated from all classes of advertising issued by printers. The following is part of a circular letter sent out by a well-known firm in San Francisco, and particular attention is invited to the line set in italics:
>
> "As the supplies used in your office are an item of expense, we believe it is to your interest to *seek quotations on same before placing your orders.*"
>
> You will note that this firm calls particular attention to the fact that the consumer of printing should seek quotation on same before placing his order.
>
> The average printer does not know the cost of producing work, and therefore it seems to be the thought of the printer to see how cheap he can do a piece of work, and not how good. For illustration: A short while ago a printer called on a certain paper house with a copy of a letterhead. This letterhead was for a well-known firm of attorneys of this city and the copy was printed on No. 21 Crane's bond. The printer asked for a quotation on this paper and the salesman told him the cost for 2,000 letterheads. The printer's reply was: "Gee! this firm won't pay any such price for 2,000 letterheads. Haven't you got some paper just as good as Crane's?" On being told there was no paper that would take the place of Crane's, he answered: "Well, let me see some other bonds and I will select something I think will suit." After looking through several kinds of bond papers, a high-class bond stock was selected, a paper selling for about 25 cents per pound. The printer bought this, printed the letterheads, and made delivery to his customer. The customer refused to accept the order, for the reason that it was not printed, as specified, on Crane's bond. The printer again returned to the paper house and bought No. 21 Crane's bond, and said to the salesman who again waited on him: "This firm of attorneys know what they want; they won't stand for anything but Crane's bond, and they are willing to pay the price."
>
> Now, the above relates an actual occurrence, and something of the kind is happening every day. The moment the printer can get away from the idea of thinking that the buyer of printing does not know what he wants, the sooner he will make a success of his business.

In the same issue of the *Franklin Printer*, the official paper of the Ben Franklin Club of San Francisco, is an especially practical article in demonstration of estimates and the methods at arriving at prices in five different offices. This is for a 144 page catalogue, ten thousand copies, but the same principles and largely the same methods apply in estimating on any job of printing, large or small, so that the study of these different estimates will be of educational value to the conduct of printing offices of all grades. The editor prefaces these estimates with words of explanation, and then gives the estimates as follows:

> In the last issue of this magazine we published the following specifications and asked our readers to submit detailed bids on same, using their own estimate blanks if possible. These same specifications had been submitted to printers in several Atlantic Coast States, and one of the principal objects we had in view in adopting these specifications for an estimating contest was to ascertain how Western prices and methods of estimating compared with the East:
>
> SPECIFICATIONS: Ten thousand copies 144-page catalogue, size page 7½ x 10½ inches; type page 6 x 8¼ inches; 24 full-page halftones with one-line captions scattered through book; 6 pages display; 114 pages of descriptive matter set in ten-point, each page containing small vignette halftone; all cuts furnished by customer. Stock for inside, basis, 25 x 38, 80-lb. coated book at 9 cents a pound; cover, basis 20 x 25—65, costing 17 cents a pound. Inside printed in black; cover in two colors on first page only. Binding wire, to be trimmed flush. Delivery to be in packages of 250 to express offices, except 1,000 copies to be delivered to customer. Payment 60 days from receipt of bill.
>
> Of the many estimates received, only one was sent in on the bidder's estimate blank.
>
> The bids received in the East varied from $1,935.27 to $2,935, the average being $2,230.67.
>
> The Western bidding runs from $1,862 to $2,300, the average being $2,115.06.
>
> This comparison shows that the standard of prices in the East is above that of the West. One reason for this condition is that our Eastern brethren have, for some time past, been organized for the purpose of studying costs and conditions. While they have not, as yet, reached a state of uniformity in estimating, their investigations and discussions have assisted materially in elevating the standard price.
>
> We have selected five estimates for comparison and comment, and also a letter on the subject from another firm. Some of the bids submitted represent conscientious effort; others do not:
>
> EDITOR FRANKLIN PRINTER.
>
> *Dear Sir:*—I note the request in the October number for an estimate on a 144-page catalogue. On examination it looks like a "catch" proposition. The paper-stock catalogues that we have do not show any paper that will fold so as to make a page 7½x10½ inches. Paper 28x42 folds to 7x10½, which is the nearest to specifications. The next size is 32x46, which would cut to waste. In arriving at the proper weight from the basis given we used the catalogue of ————, which gives the weight on the 28x42 as 100 pounds, and on the 32x46 as 124 pounds. If the type page were a half inch narrower the 28x42 size would do the work. In dealing with customers I always show them where it is to their advantage to have their jobs made to a size to suit the paper, to avoid waste. Very often specifications are given me to figure on wherein the stock does not cut to advantage, and in taking the matter up with the customers they are always willing to allow some change to save them money.
>
> I might say that I always add 50 per cent to the cost of stock in figuring on all kinds of jobs; machine composition on large jobs at 50 cents per thousand ems, display composition at 75 cents per thousand ems, measured as eight-point; time composition at $1 per hour; presswork at $1 per hour.
>
> The specifications given were identical with those published in the East. They were published in this journal with the full knowledge that the page size would not conform to the standard size of Western papers. Our object was to see how our readers would handle the matter, as it is something they should be prepared for at all times. The author of this letter had reached the correct solution and we are sorry that he did not proceed with the estimate on the basis of 28x42—100. The basis for stock given in the specifications, 25x38—80, equals 28x42—100 and 32x46—124. Without allowing for spoilage, the job actually takes ninety reams. The

difference between the two sizes amounts to 2160 pounds of paper, which, at 9 cents per pound, makes the tidy sum of $194.40. Where is the customer who would not prefer to sacrifice one-half inch in the size of his catalogue page and save this amount of money? We therefore recommend the 28x42 size, without question. We can not agree with our correspondent in adding 50 per cent to the cost of stock on *every* job that comes along. There are instances where it is necessary to add 100 per cent, and, again, on large quantities, where 10, 15, or 20 per cent is sufficient and reasonable. The other prices contained in this letter do not relate to the subject under discussion and will be commented upon at a future date.

ESTIMATE A

Cost of inside stock	$103.68	
Cost of cover stock	110.50	
Total cost of stock, approximately		$ 215.00
Cost of ink, 175 lbs. at $1.50 per lb., approximately		275.00
Presswork and make-ready		450.00
Composition— 6 pages display	$ 6.00	
24 pages halftones	2.50	
114 pages 10-point	239.40	
Total cost of composition, approximately		250.00
Cost of folding cover, gathering, counting, binding		125.00
Cost of trimming		5.00
Folding inside		10.00
		$1,330.00
Add 40 per cent profit, etc.		532.00
Total cost of job		$1,862.00

Estimate A is a case where the printer gives an "approximate" figure. It is absolutely impossible to figure the inside and cover stocks at less than $873.75, and this does not allow one sheet for waste or one cent for handling. The man who supplies ink to printers is certainly well provided for with an allowance of $275, and the 40 per cent for profit (etc.) looks mighty good, even to the member of a printers' "trust." The estimate is confusing on account of the indiscriminate use of the word "cost." If the total price, $1,862, is intended as total "cost," we say "Brother, you made a good guess," *although* it was accidental. If this price is the selling price, drop out the word "cost," for surely you don't intend to submit your cost price to the customer.

ESTIMATE B

Cover Stock: 22x28—80, 4 to sheet, 2,500 sheets net, add 55 sheets for waste; total, 5 55-100 reams, or 400 lbs., at 17½	$ 71.60
Inside Stock: 28x42—100, enameled book, 90 reams net, add 2 reams for waste; total, 92 reams, or 9,200 lbs. at .09½	874.00
(NOTE—Waste allowed as follows: 10 sheets for make-ready and 10 sheets for each 1,000 impressions on each form.)	
Composition.	
Linotype: 114 pages 10-pt., 40x60 picas, 2,400 ems to ems to page; total, 273,600 ems at .45 per M	112.60
Six pages display: At $2.50 per page	15.00
Hand and Make-up: Including 1-line caption under cuts and 1 page cover; total, 145 pages, 24 hourse at .90	21.60
Lockup: Nine 16-page forms and 2 cover cuts, 2 hours for each 9 forms and 2 hours for cover; total, 20 hours at .90 per hour	18.00
Proofreading and revision: 24 hours at .90 per hour	21.60
Presswork.	
Cover: Two colors and scored.	
Make-ready	$ 2.50
Running, 20 M. impressions	20.00
Scoring, 10 M. impressions	7.50
	30.00
Inside: Nine forms, 16 pages each.	
Metallic overlays, average per form	$ 1.08
Make-ready, 3 hours per form, at $2	6.00
Running, 10 M at $2 per M	20.00
Total, per form	$27.08
	243.72
Ink: Eight lbs. per form, total 72 lbs. at .40	28.80
Binding.	
Folding: Four hours per M, including slashing; total, $1.60 per M, or $16 per form, 9 forms	144.00
Folding Cover: Ten hours at .40	4.00
Pressing: $2 per signature, 9 signatures	18.00
Gathering: Ninety M signatures, at .20 per M	18.00
Stitching: Ten M at $1.50 per M	15.00
Covering: Ten M at .80 per M	8.00
Trimming: Ten M at $1.50 per M	15.00
Tying and Delivery: Forty pkgs. at .30 per pkg	12.00
Total cost	$1,670.92
Add 20 per cent	334.18
Selling price	$2,005.10

The bidder of Estimate B explains some of the details, as follows:

This is a job where all the items may be estimated, such as ink, proofreading, etc. It is to be supposed that the firm ordering such a job wants a good job, and no one estimating on such can be too careful to get all these items entered on their estimate sheet. One item in the binding may need a little explanation for some, and that is the pressing at $2 per signature. I have found that to press the sheets after folding greatly facilitates the stitching, covering, and the trimming, and makes a much neater job. Some prefer pressing before gathering; I prefer to press after gathering.

Also it may be necessary to explain why paper is estimated at ½ cent per pound more than the specifications in *The Franklin Printer* require. The price in the specifications is taken to mean the catalog or paper-house net price to the printer. The printer must add enough to that to care for handling while in the shop, taking wrappers off, taking out of crates, carting to presses before printing, and to bindery after printing, and ½ cent per pound is not at all too much and should be added to all jobs.

The bidder expresses his views regarding the necessary change in size of page to conform to standard size of stock in the following unique manner:

November 21, 1908.

PROSPERITY, PROFIT & CO.:

Gentlemen:—Herewith we beg to hand you estimate as per specifications published in the October issue of *The Franklin Printer*.

We have taken the liberty to change the size of the page on account of the standard sizes of paper, which will make only a slight change and one which we are sure will cause you no inconvenience. Your specifications call for paper page to be 7½x10½, which would necessitate a sheet 30x42; this we have changed to 28x42—100 enameled book, and will make a page 7x10½ and a type page 5½x9.

All work will be strictly first class and especial attention will be given to the printing of the halftones.

The price for the 10,000 catalogs will be $2,005.10, sixty days, with 2 per cent for cash in ten days.

Respectfully yours,
WISH-IT-WERE-SO PUBLISHING COMPANY.

It will be noted that Estimate B is figured on a cost basis all the way through, and when the total cost has been reached a percentage is added for profit. The estimate shows extreme care and deserves commendation.

In the matter of stock, spoilage is allowed for by extra sheets, and one-half cent per pound added to the dealer's price to cover handling. This is supposed to represent cost. In this case the extra ½ cent added to the specified price means an addition of $48 to the price the printer paid the dealer for the stock. Don't lose sight of the fact that at the end this price is still further increased 20 per cent. We prefer to figure both lots of stock at the dealer's price and add 5 per cent to the total, making $45, practically the same result, but we believe easier done and one that would prove more popular.

The price allowed for linotype composition may conform to the present market rate, but we believe it too low. The time allowed for hand composition and make-up we consider insufficient. It is at the rate of six pages per hour, with a cut and possibly a caption on each page, which is more than will be produced in the ordinary course of business. If distribution is provided for, we have failed to note it. The make-ready time of three hours to a sixteen-page form with sixteen cuts looks too low. We are glad to note that ink has been provided for, but we would suggest less quantity and a better grade. We believe the price for gluing on covers should be raised.

ESTIMATE C.

Inside.

Stock: Ninety-three reams 32 x 46—120 at .09 (waste included), $1,004.40; add for handling and profit, $245.60; total	$1,250.00

Composition: One hundred and fourteen pages, about 270,000 ems 10-pt., at $1.75 per page.	$200.00	
Six pages display, at $2.25 per page	13.50	
Captions	6.00	
		219.50
Imposition: Including proofreading, stonework and corrections, 9 forms, 16 pages each, at .75 per page		110.00
Make-ready		75.00
Presswork: 9 forms, 10 M impressions each		250.00
Cover.		
Stock: 7 rms. 22 x 28½—110 (3 out of sheet), at .17.		160.00
Composition		2.50
Presswork: Black, $7.50, color, $10.00		17.50
Binding and Delivery.		
Folding, wiring, trimming, etc.		35.50
Wrapping, 40 bundles		7.50
Delivery, about 6 tons		15.44
Selling price		$2,142.50

Estimate C should have figured on 28x42—100 stock inside and 22x28—80 for cover (four out), which would materially reduce these items. Ink has not been allowed for. Composition and presswork on cover are both low. The total amount set down for binding is not more than enough to charge for pasting covers. We are pleased to note the delivery charge, which we think about right.

ESTIMATE D.

Inside Stock: 90 rms. 28 x 42—100 enamel, 9,000 lbs., at .09	$810.00	
Cover Stock: 5 rms. 22 x 28—75, 375 lbs., at .17	63.75	
	$873.75	
Add 25 per cent for spoilage, handling and profit	218.44	
		$1,092.19
Composition: Type pages 6 x 8½ inches, set 36 ems wide; 144 pages 10-pt.; total, 461,000 ems at .70		322.70
Composition, stonework, etc., on cover		5.00
Make-up and Lock-up: 9 forms of 16 pages each		85.50
Distribution		64.00
Presswork: Make-ready and running 9 forms, 16 pages each, 28 x 42, at $46.50 per form		418.50
Presswork on Cover: 2 forms at $16.75 each		33.50
Folding: 40 M sheets of 32 pages each, at $2		80.00
10 M sheets of 16 pages each, at $1.50		15.00
Gathering: 50 M sections, at .50		25.00
Stapling: 10 M, side stitch, at $2.50		25.00
Pasting Covers: 10 M, at $3.50		35.00
Trimming and Cutting		30.00
Total		$2,231.39

Estimate D is the only one received with a specific amount set aside for distribution. In changing the paper size of the job from 7½ to 7 inches it will be necessary to change the size of the type page from 6 x 8¼ to 5½ x 9, which allows for the same number of square inches of type, therefore the job should be set 33 ems wide. Ink has not been specified, but we believe the price allowed for presswork is enough to includ this item.

ESTIMATE E.

Stock.

Inside Stock: 95 rms. 32 x 44—120, at 09	$977.40	
Cover Stock: 6 rms. 22 x 32—92, at .17	93.84	
(Spoilage included	$1,071.24	
Add 10 per cent for handling	107.12	
	$1,178.36	
Add 10 per cent for profit	117.83	
		$1,296.19
Composition.		
24 pages halftones, setting 1-line captions and make-up, at .50		$ 12.50
Six pages display, at $2.50		15.00
114 pages 10-pt., about 2,250 ems to page, approximately 256,500 ems, at $1.00 per M.		156.50
Running type around cuts, at .25 per page		28.50
Make-up: 144 pages, at .25 per page		36.44
Composition on Cover and breaking up for press, two colors.		5.00
Lock-up: 9 forms of 16 pages each, 14 hrs., at $1.00 per hour		14.00
Make-Ready: 9 forms, 7 hrs. per form; total, 63 hrs., at $1.80		113.40
Presswork: 9 forms, 11 hrs. per form; total, 99 hrs., at $2.		198.00
Ink for inside: 55 lbs. at .75		41.25
Presswork on Cover: 20 M impressions on jobber		20.00
Ink for Cover		5.00
Cutting cover stock		1.00
Binding: 10 M copies, at $8.00 per M.		80.00
Bundling and shipping		5.00
	$2,137.34	
Selling price	2,300.00	

Estimate E has most certainly been generous in allowance for spoilage. The 32 x 44 size is not common on this Coast. This is the only bid received where mention is made of running type around cuts, which is a point to be remembered. We think that fourteen hours will not lock up and unlock nine forms of sixteen pages. Two and a half hours to a form is little enough to allow. The charge of $1 for cutting cover stock seems to the writer to be in the nature of an afterthought affair, a "soak-it-on" proposition. With a liberal allowance made for 10 per cent for profit, we believe this $1 item could be eliminated with perfect safety. We think the price for binding too low, and certainly the charge of $5 for bundling and shipping is inadequate for handling forty bundles, and, all told, 9,000 pounds of paper.

If the job figures $2,137.34, why make the price $2,300? To make the price even, why not say $2,140? That looks all right. This idea of having to throw in $163 to provide for mistakes, errors, discrepancies, omissions, commissions, etc., is all rot. Let's adopt a uniform method of estimating, have an estimate blank with every possible item printed thereon to refresh our memory, and when we have made a price and revised it carefully, let's stick to that price.

No attempt has been made to point out all the defects in these estimates. There is ample opportunity to comment at great length, but it is believed that enough has been suggested to warrant careful thought. It is not expected all readers will accept our criticisms; some may consider we have discussed unimportant items and overlooked the principal features. We merely ask for careful consideration, and if you feel we are in error, give us your point of view, and without prejudice your ideas will be placed before our readers as freely as have been our own. This is a common cause. No one man knows it all, but each one should contribute his ideas and thus assist in creating more uniformity in estimating.

JAPAN GUARDS AGAINST PAPER FAMINE

The Japanese also have looked over the contents of their industrial stores and have decided that something be done toward conserving their remaining supplies of raw material for paper making.

In Japan, paper is used for almost everything from the silver-figured partitions of the Buddhist temple to the rude hut walls of the laborer; from the silk-like vestments of the priest down to the rain-proof shield of the traveler. In fact, the ingenuity of the Japanese is only matched by the varieties of uses to which paper may be adapted.

The work of the United States Government toward determining the amount of paper materials used and the source of future supply, is being followed by the Japanese, according to an advice from U. S. Consul John H. Snodgrass, at Kobe. The imminence of the danger is apparent from the fact that the Japanese authorities have requested the paper mills department of the Mitsu Bishi Kaisha to take over some 7,500 acres of the bamboo forests of Formosa.

It is known that the bamboo tree has been the raw material from which the Japanese have recently made the larger portion of their paper products; so it is thought that, by introducing the improved methods of forest cultivation and harvesting, this tract of woods will furnish yearly 10,000,000 bamboos, adapted for conversion into paper pulp.

No matter whether the paper company will establish its mills in Formosa or ship the bamboo to Japan in a partly finished state, the development of this new source of raw material will be of high importance and may overcome the necessity of the Island Empire looking to foreign countries for the future supply of paper pulp.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

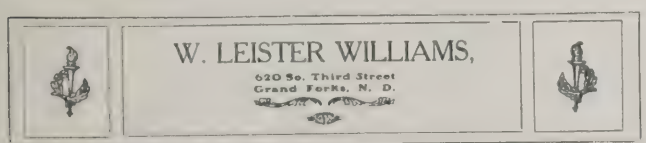
ONE of our contributors this month has raised again that question of whether or not the customer's word is supreme in matters of style. But in the last analysis it all depends on the printer. If he has developed to the point where he is sure of his ground and can afford to dictate to his customers—then he may do so. But it is a far journey in getting to that point. Most of us must be content to get out work as the customer thinks he wants it, regardless of the violation of the laws of style, or the introduction of all manner of freakisms and other things which jar upon our sensibilities. Of course we are not compelled to put our imprint on anything which does not measure up to our ideals.

It all depends on whether we must take the position of the customer's "hired man," ready to do his bidding, or whether we have progressed to the point where we can justly claim for ourselves the position of professional experts, capable of giving our clients expert advice in our particular line, and dictating to them more or less the course they should follow, just as the physician or the attorney gives advice.

But how few there are who are capable of doing this, or are in a position to do it from a business point of view. The most that the majority of us can do is to suggest, attempting to lead the customers around to our ideals by showing him samples of work which might be followed in the execution of his own.

I know one shop which has the counter where work is taken in covered with a sheet of plate glass, under which are tastefully arranged a large number of the best specimens turned out by the place. These have been of great value as suggestions for customers.

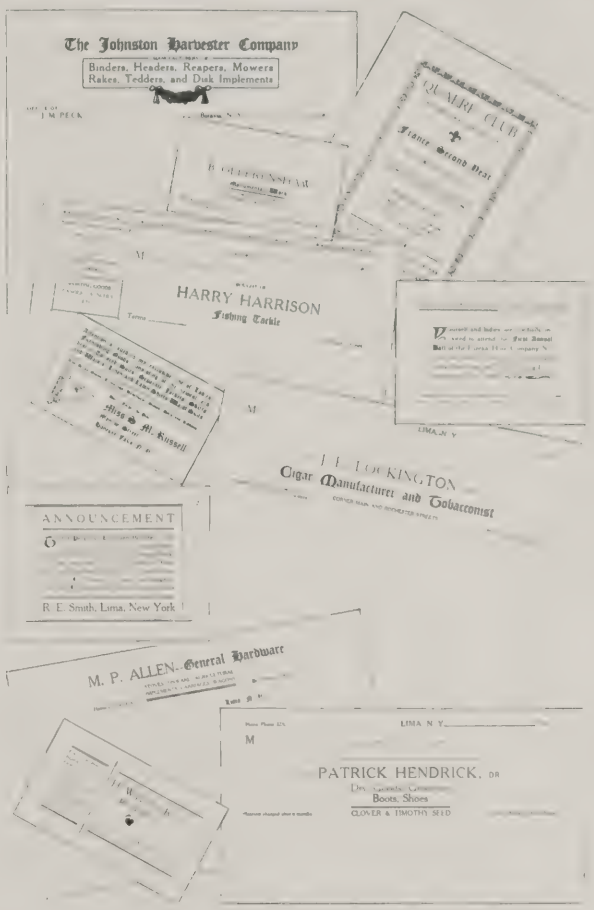
W. Leister Williams, Grand Forks, N. Dak.—Here again on your letter head is the union label worked into the ornamental scheme. The ornaments above the label might well be lighter, otherwise the job is a fairly good one. The space between rules at the ends—that



is, between the outer and inner panels—should be less, but slightly more than the space at top and bottom. Your circular should have more side margin. It is set more after the style of a newspaper advertisement than a hand bill.

Harvey J. Hartley, Yazoo City, Miss.—You certainly are making rapid strides in your work for a boy only 13 years of age. Both composition and presswork are better than many specimens from much older men which come to my desk.

Some months ago F. A. Van Gelder, Lima, N. Y., sent in some specimens upon which the severest criticism I could pass was that Mr. Van Gelder's office needed some new faces of type. He has followed my suggestion, and sends some more samples of his work,



which are much more satisfactory to me, and I doubt not are to himself, as well as to his customers. What new life a few additional fonts will give to an office, anyway!

Mr. E. S. Hanson, Wilmette, Ill.

DEAR SIR:—I am sending you under separate cover three shipping cards which I would like to have you criticise. A customer of ours brought in the one numbered one and wanted something like it in size and wording and I got up and printed a few of the one numbered three. When I showed them to my customer, he was not at all pleased but said he much preferred the one numbered one. So I duplicated the job as near as I could with the material I had and the result was number two and a pleased customer. The pleased customer is, of course, one of the things we all want but I would like YOUR opinion as to the relative merits of the three. Very truly,

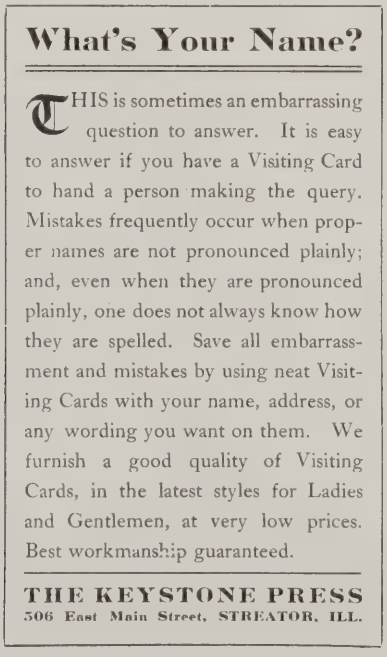
Shelton, Neb. W. W. MALTMAN.

Of course there is no disputing which card has the most merit. In fact it will be safe to say, and I think Mr. Maltman will agree with the statement, that No. 3

is the only one which possesses any merit at all. Perhaps I can offer a suggestion which may help in future dealings with this customer. I imagine that had his name been displayed a little more prominently you would not have had so much trouble with him. I have

at times been up against men who demanded all kinds of changes in their work, and yet on getting at the bottom of the matter their main purpose seemed to be to get their names to stand out more prominently. It may be worth trying if the matter comes up again.

Just a few days ago I was wondering what had become of our friend Weitlispach of Streator, Ill., and now, by some process of mental telepathy, possibly, he has been moved to send in a bunch of specimens. They



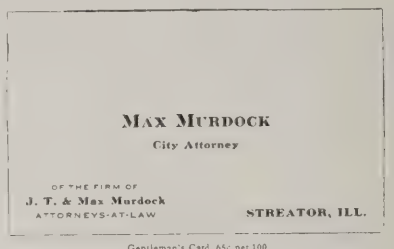
What's Your Name?

THIS is sometimes an embarrassing question to answer. It is easy to answer if you have a Visiting Card to hand a person making the query. Mistakes frequently occur when proper names are not pronounced plainly; and, even when they are pronounced plainly, one does not always know how they are spelled. Save all embarrassment and mistakes by using neat Visiting Cards with your name, address, or any wording you want on them. We furnish a good quality of Visiting Cards, in the latest styles for Ladies and Gentlemen, at very low prices. Best workmanship guaranteed.

THE KEYSTONE PRESS
506 East Main Street, STREATOR, ILL.

give every indication that there is something doing down his way. He is evidently making a strong pull for business, not only by sending out some strong and catchy advertising of his own, but by making the quality of his work such that it "will be remembered long after the price has been forgotten."

One of his pieces of advertising is shown here. The only thing I object to is the lowness of the prices quo-

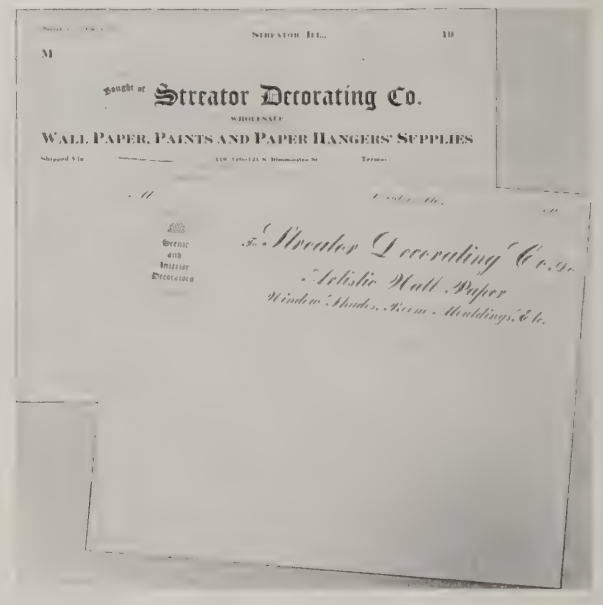


Gentleman's Card, 65c per 100

Ladies' Card, 50c per 100

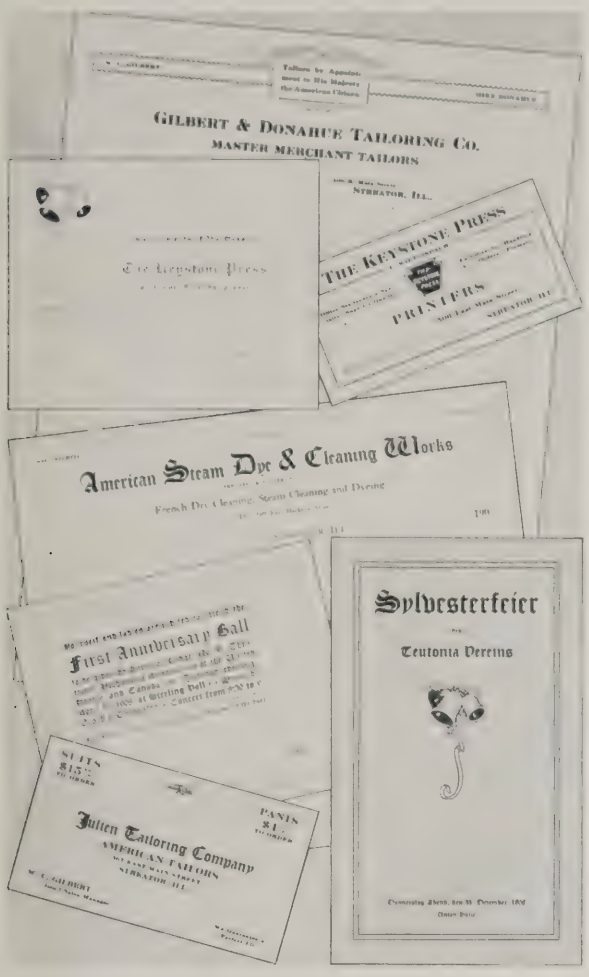
ted on visiting cards. They could just as well be made a little higher, I should say.

I am also showing two bill heads for the same firm, for the purpose of noting the contrast between them. The one in script is almost an exact counterpart of a job which I myself set at one time, using the same backgrounds and the same styles of type. And I am



willing to admit that I was never proud of it. Script does not seem to lend itself readily to this style of treatment. Then, too, the large background is not, in my judgment, a good one. It has no beginning, no ending, is "without form, and void." It adds nothing to the artistic effect, if indeed it does not detract from it. On the other hand, note the background on the other job. It has a little scroll for "Bought of," and a circle to give prominence to the initial letter. The shading is also such as to give prominence to the line, and to lead the uninitiated to believe that the printing was

done from one plate. I doubt, however, if anyone would be thus deceived by the other head.

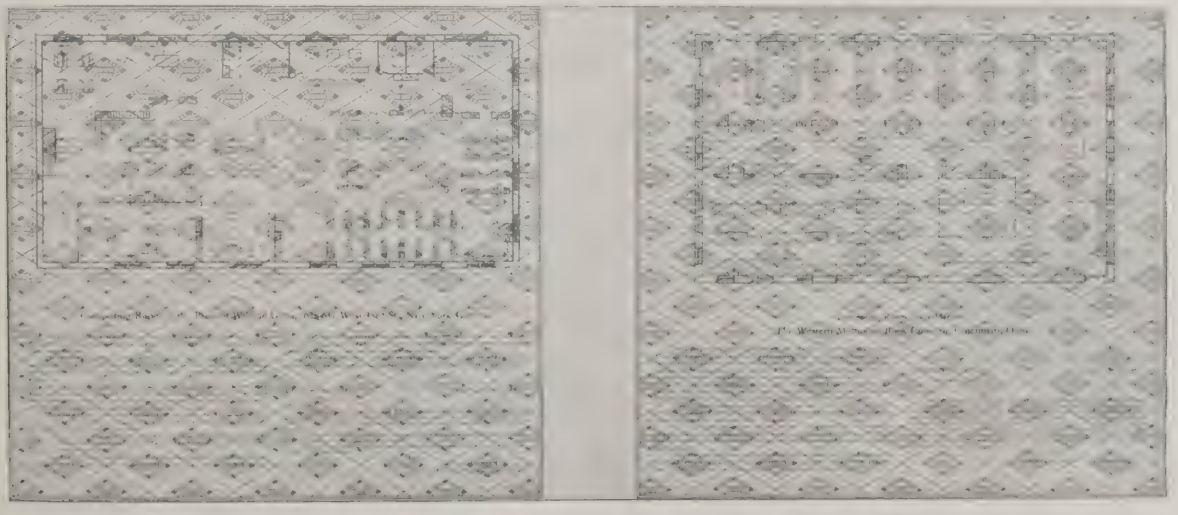
I do not like to see a coarse newspaper halftone on a nice card such as that for Peter Reinhard. Of course

Mr. Weitlispach does not, either, but no doubt was unable to persuade the customer to go to the expense of another plate. This should be done whenever possible, however.

Harry W. Osgood, Franklin, Pa., sends the Christmas number of a publication called *The People* which is printed at his office. There are appropriate typographical reminders of the season throughout the issue, which is a very creditable piece of work in every respect.

Stuart L. Brown, Chambersburg, Pa.—The advertisement you send might have been set in a style of type more appropriate to the season, if you had any such. The heads scattered throughout the matter should be much stronger. The name at the bottom might have been in a slightly smaller but, more extended type. If you had no other suitable type for this line, it might have been better spaced.

Lofton Jones, Sylacanga, Ala.—I am showing your letter head; but unfortunately I have lost the original, and cannot therefore comment upon your color scheme as you desired.

A book of real worth from every standpoint has been received from the Hamilton Manufacturing Company, Two Rivers, Wis. It is entitled "Composing Room Economy," and its purpose is to give to printers who are starting newly into the business, or who are rearranging old plants, ideas along the line of convenient and economical arrangement. This is done very largely by showing a number of floor plans. These are not imaginary layouts, gotten up by the company's draughtsmen to see how much of the company's goods could be got into a given space; they are plans of actual composing rooms, comprising some of the best known names among printers and publishers in the country. A few that may be mentioned are Phelps Publishing Company, Springfield, Mass., Henry O. Shephard, Chicago., Butterick Publishing Company, New York., Woodward & Tierman Printing Company, St. Louis, Curtis Publishing Company, Philadelphia, W. P. Dunn Company, Chicago, and many others. With each plan is given something of a description of the layout. The book is decidedly instructive and reflects much credit on the Hamilton Company, who I presume will send a copy to any employing printer who asks for it.



Two pages of "Composing Room Economy" (The reproduction does not show what was intended, but send for book and see for yourself.)

THE AD MEN AT KANSAS CITY

ORGANIZATION, and the association of men in the several callings for mutual improvement and the promotion of business is the one great characteristic of this age and country. It would be impossible to estimate the untold benefits that have already resulted. The handling and preparation of advertising, as a separate calling, has been recognized scarcely a score of years, yet advertising clubs, composed of advertising experts and managers, exist in all of the greater cities of the country, and the recent annual convention of the Associated Advertising Clubs of America in Kansas City, which was in every way a great success, represented a total membership of over 2,800 in these different organizations.

The following, appearing in the Chicago *Inter Ocean*, will be found of interest:

It was decided to hold the next national convention at Louisville, and it was predicted that at that time the membership of the association will number 5,000.

The largest delegation at the convention was from Chicago, and everywhere the prestige of Chicago as an advertising and commercial center was recognized and commented upon.

Various members of the Louisville, Cincinnati, Indianapolis, and New York delegations returned on a special train and were entertained by the Chicago club at its headquarters. The visitors were given automobile rides about the city and shown the boulevards and parks and the industrial establishments of the city.

The Chicago Advertising association members were jubilant over their success in securing the election of one of their number to the presidency of the Associated Advertising Clubs of America at the convention recently held in Kansas City. The coveted honor was awarded to Edmund D. Gibbs, vice president and general manager of the Patterson-Gibbs company, advertising specialists in the Heyworth building.

Mr. Gibbs, prior to his present affiliation with the Patterson-Gibbs company, was for many years in charge of the advertising department of the National Cash Register Company at Dayton, Ohio. He was also a charter member of the Sphinx Clubs in New York and London.

CONVENTION ATTENDANCE LARGE.

Delegates representing 2,800 members were in attendance at the convention, and the impetus given to the cause of advertising by the convention will, in the belief of the members, result in material good to the business. Attendance upon all the sessions of the convention was uniformly large, and the prominence of the speakers, eighteen in number, representing the different classes of the buying and selling ends of advertising, lent much interest to the convention.

Among those who delivered addresses were William Jennings Bryan, Democratic nominee for President; T. T. Crittenden, mayor of Kansas City; Arthur Brisbane, New York; Thomas Balmer, street railway specialist; O. H. Wernicke, Grand Rapids, Mich.; A. W. Lawshe, Third Assistant Postmaster-General; James Rodgers, president of the Quoin Club, New York; Walter Williams, Missouri University; Mayor Clayton of St. Joseph, Mo.; A. F. Sheldon of Sheldon University, and John Barrett, director of the Bureau of American Republics.

NEXT CONVENTION AT LOUISVILLE.

The new officers of the national association elected at the convention were Edmund D. Gibbs, Chicago, president; Andrew G. Samuels, St. Joseph, Mo., vice-president, and Leo Landau, St. Louis, treasurer.

CHICAGO ASSOCIATION OFFICERS.

The officers of the Chicago Advertising Association are as follows: President, W. R. Emery, western manager *Everybody's Magazine;* first vice-president, T. W. LeQuartee, president *Illinois State Magazine;* second vice-president, Edmund D. Gibbs, vice-president The Patterson-Gibbs Company; third vice-president, John Budd, Chicago manager Smith & Thompson; treasurer, Charles Touzalin, Lord & Thomas; secretary, A. G. Langworthy, advertising manager Fairbanks, Morse & Company; financial secretary, E. D. Wheeler, western manager *Gates' List of Railway Employes' Journal.*

The newspapers are the promoters of knowledge, of the industries and of business and the advertising men are the promoters of that commercial publicity by which and through which the newspapers largely exist, and are enabled to exercise their benign and ever-broadening influence as the chief agencies in aiding trade, manufacturing and the progress of the people along all lines that help to build up the highest civilization with all that pertains to the use and enjoyment of all those innumerable products of hands, brains, skill and inventive genius that bring the better conditions of modern life, greatest possible comfort, enjoyment and all-around production and prosperity.

GREATER RELIABILITY

Along a similar line to what we have said on positive knowledge and accuracy, we notice a contribution in the *Editor and Publisher* of New York City, to the editor of that paper, from Robert H. Davis, editor of *Scrap Book* and associate editor of *Munsey's Magazine,* and associated in the capacity of advisor with Munsey's newspaper publications, the Washington *Times,* Baltimore *News,* Philadelphia *Times* and Boston *Journal,* a newspaper man, who entered his present broad fields, after twelve years' experience in daily newspaper work. Mr. Davis writes:

In both journalism and magazine-making, there is surely to be an upheaval. The dailies will begin to pay a little more attention to accuracy and the business of discrimination in news, and the magazines will extend their activities to the point where they will deal more intelligently with current events. A great many newspaper proprietors, at the present time, are laboring under the impression that party victory is a sign of journalistic power—especially those organs that are known as and claim to be partisan papers. They stand or fall on the popular vote representing public sentiment according to its voting strength. They display the instincts of henchmen in their editorial columns and are swayed by immediate cause and effect in the game of politics. They lack ideals and are not inspired by the doctrine of the greatest good for the greatest number, but are content with being regarded as the mouthpiece of certain organizations that may or may not be for progress.

It is a significant fact nowadays that very few newspapers, exercising to its fullness the denunciatory power, have any influence whatever with the public. A united protest on the part of the press against some particular trickster is impossible for the reason that a daily is restrained by the limitations that are purely local.

The magazines, even the weeklies, being less perishable, the endowment of longevity will take advantag of this heritage and make the most of it. True, they cannot lift their voice as often as a daily, but it can be made clearer and louder and more in tune with the circumstances that occasion it. It is for this reason that I look toward a general improvement in all the periodicals—an improvement that will increase their power, their circulation, and their importance. The weeklies, fortnightlies, and monthlies, observing the opportunity, will make the most of it, and the dailies will become more potent and more accurate throughout the zone they aim to cover.

"EXCELLENT."

THE TELEGRAM, HARTFORD CITY, IND., Jan. 4, '09.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed find check for $2 in payment for subscription to your excellent journal. With kindest personal wishes for 1909 for Mr. Herbert, Senior, and "you all," I am, Respectfully, E. E. Cox.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

MAKING announcements and advertising impressive and making the impression pleasing and lasting, are essential to effectiveness. The *Dispatch* of York, Pa., seems to have accomplished these ends in the following circular letter and card which are reproduced with similar objects in view:

We might have set up the contents of these in type

(SEE SUBSEQUENT PAGE)

and saved the reproduction, but the impression would not have been as forceful, pleasing or lasting. Now our readers have before them not only the matter but the picture of the forms, ready at hand, for imitation. All people, whether from Missouri or elsewhere, need, and like to be shown and the more an advertiser can take those whom he wishes to reach and win into his confidence and show them, the better will be the results.

* * *

On account of the higher cost of production and the advanced price of print paper, the Trenton, N. J., *Evening Times*, has advanced the price of the publication from one cent to two cents a copy, and ten cents a week by carrier in the city. The *Times* is a splendidly conducted paper of twelve pages, eight columns to the page, and has the true idea as to high quality. The publishers give the following, in the announcement of the advance in the charge, that is worthy of careful reading and consideration by all newspaper makers:

The owners of the *Times* believe the people of Trenton are entitled to the very best, and no expense has been spared in making a first-class newspaper. This same policy is to be continued. But the time has come when provision must be made to meet the growing cost of producing such a newspaper. * * *

The actual cost price of the white paper has increased fifty per cent, while the amount of paper used, due to the enlarging of the *Times* and the circulation growth, has been one hundred per cent. In addition there have been very great increases in all departments and materials used in newspaper making.

That the *Times* is appreciated by the reading public is best evidenced in the fact that the circulation of the paper has increased upwards of 8,500 copies a day in the past six years. The *Times* will continue to honestly give to its readers an unprejudiced record of the doings of the world, and to stand for those things that make for the betterment of the community.

The price of the two morning newspapers of Trenton will also be increased to two cents a copy on February 15th.

The New York *Herald*, in commenting editorially on the step taken by the Trenton, N. J., papers, says:

Mr. Alexander, who recently purchased the *True American*, tells its readers in an editorial that the troubles of that paper, ending in a receivership, were due to an ill-advised reduction in price to one cent.

In announcing the resolution to advance its price to two cents, the Trenton *Evening Times* states that the change is made necessary by the increased cost of producing a newspaper, and the same reasons for the change are recited by the *Daily State Gazette*.

The Trenton publishers are to be congratulated upon their good sense. It is the height of folly in publishers to wail for help from other sources to enable them to go on doing business at a loss when the remedy lies in their own hands. White paper may or may not be too high, but, after all, the white paper is only one of many elements in the production of a newspaper that have enhanced in price.

Quality, not cheapness, is what insures worthy and permanent success. It is quality largely that makes the columns valuable to advertisers. People of financial ability, the best patrons of the stores, are those who want good goods and are able to pay for them, and they also want merit and high quality in the paper that comes to their homes. We have frequently cited the Brooklyn *Eagle*, which has always sold at three cents a copy, and that gives what the people of Brooklyn want, and spares no pains or expense in securing the same and in keeping in pleasant, useful, active, friendly touch with them, as a striking illustration of this fact.

* * *

The Montreal *Star* is one of the best examples of newspaper push on the continent. It features, advertises, thoroughly covers its field and keeps at it everlastingly.

* * *

The Topeka *Daily Capital* makes much of every improvement and advance in the paper and keeps these constantly before its constituents. There is nothing in Kansas foreign to the *Capital*. The "New Year Night House Warming," the story of which is elsewhere briefly told in this issue of the NATIONAL PRINTER-JOURNALIST, was made a great event, and the full story of the same entertainingly and pleasingly told in the paper for the information of all the paper's readers. The visit to Topeka of the members of the Executive Committee of the National Editorial Association and of the Kansas State Press Association, on February 2d, is to be signalized by a banquet in the *Capital's* new $160,000 building. As should ever be the case, the *State Capital* leads in all affairs that partake of the character of hospitality, publicity and promotion. There is scarcely anything more important, outside of

giving all the news, than this kind of worthy leadership, to a newspaper, and next to this, with a state paper, is the keeping in close and friendly touch with the newspapers of the entire State, quoting from them with due credit, and discussing with them, in a friendly, considerate manner, all matters pertaining to the interests of the State.

* * *

We have had frequent occasion to refer to the *Evening Wisconsin* of Milwaukee, as a model of best newspaper making in all departments. Its make up and its general news service are worthy of highest commendation. The editorials are on live topics and ably and clearly written. The affairs of its city and State are never slighted or neglected and there is always an abundance of human-interest stories. It is in a word, a live, up-to-date newspaper—the greatest power on earth today.

* * *

The Macon, Mo., *Times-Democrat* is an example of the profitableness, and, undoubtedly, of the great satisfaction and pleasure, of publishing a bright, well printed paper, with a clean front page, and filled, throughout, to overflowing, with live home news.

* * *

The pages of the Plainview, Minn., *News* show, and have shown, a very satisfactory prosperity for months past. The advertising indicates that the business men appreciate prosperity and that the paper knows how to secure and handle the advertising.

* * *

Publishers who wish papers criticised or reviewed should send the same to Editor of Newspaper Review Department, O. Byron Copper, De Soto, Wis. If there are any special features to be noted, they will be welcomed, by the editor, at the publication office, 1319 W. Ravenswood Park, Chicago.

* * *

The *Republic Monitor* of Republic, Mo., is a neat paper and evidently takes a commendable pride in the appearance of the front page.

* * *

The Brillion, Wis., *News,* is a worthy home paper that gives a liberal amount of local news which is made prominent by position on the first page, and, though published in a small city, has opinions of its own, as should every newspaper. The editorial department gives individuality and personality and should never be neglected. In a recent issue the *News* says:

If the newspapers of the country intend to persist in their evident determination to muzzle officials who show a disposition to reply to vilification of themselves or their actions, by newspapers, they are laying out for themselves a pathway that must ultimately lead straight to a government press censorship. The New York *World* is a dirty, vilifying sheet that has slung mud for years at some of our best men, its latest eons comprising stuff that the democratic national committee spurned to use because it could not be proven true. Because our President resented it in his usual vigorous way, as he was justified in doing, thereby opening up the whole subject for general discussion and investigation, many of the leading newspapers of the country are rushing to the defense of the New York paper and denouncing the President for attempting to muzzle the press. If replying to false publication, comprises a muzzling of the press, we believe that the people of our nation will be able to endure it tolerably well. We believe in free speech as well as a free press.

You are right, Editor Zander. Every newspaper publisher or editor should hold himself open to criticism or correction as to anything that appears in his pages and be just as ready to take blows as to give them. He should court, instead of repel, replies and, if found in the wrong, should be manly enough to confess his error and to make amends. An attempt to terrorize or to tyrannize through the press is un-American, unpatriotic, ungentlemanly and destructive. It injures not only the paper resorting to such an attempt, but the entire newspaper press. We hear a great deal about the power of the press, but it is a power that can only be retained through fairness, sanity and honesty. The inconsiderate, heated, apparently prejudicial or interested attacks and bitter hostility of some newspapers, in a couple of our large cities, have destroyed their influence, so that it has come to be said that the man who has their opposition is most fortunate—instead of their being a scourge to corrupt politicians and bosses, they are made subjects of derision or are openly defied. There is such a thing as being too strenuous even in a good cause.

* * *

The Estherville, Iowa, *Democrat,* deserves credit for its very neat appearance, its cleanliness and brightness, and artistic arrangement and excellence in printing, but what has attracted our special attention at this time, is the appearance on the first page of a halftone cut of a new farmhouse, and the portraits of a family who have recently moved to the place.

Many of our home papers do not give sufficient attention to the farms and farm improvements, while the farmers are their most valuable supporters, and their prosperity is the foundation on which the growth and well-being of cities and the villages rest secure. Every improvement in the farming community—the introduction of better methods, of improved stock or grain, the building of better barns and of better homes—concerns all the people of the whole county and of the State and Nation. The article with regard to the model farm, the new buildings, on which are shown, is by a former newspaper man, who says:

Twenty-five years of active newspaper work in Iowa has so instilled into the heart of the writer a ruling passion for the work that he finds it not an easy matter to throw it off. While now engaged in other pursuits, I constantly find my mind reverting back to my first love, with a desire to write something for the newspapers of my native state. Every day I find myself attracted to marked features of the wonderful development of this section of Iowa, many of which

would make excellent stories for the press, and without any desire for notoriety or compensation I desire to tell your readers something about the marvelous development of this section of Iowa, and more especially of what I regard as a model Iowa farm.

He then proceeds to describe the model stock farm, devoted to "the breeding thoroughbred stock, including Percheron horses, Shorthorn cattle, Yorkshire swine and Shropshire sheep," and the new residence, which, built in colonnial style, cost $15,000, with horse barn, hay barn, cow barn, modern hog house, granary to hold 4,000 bushels of grain, etc.—all the buildings equipped with the compressed air water system and lighted with electric lights, and the "interior of the home beautifully finished in cherry, with hard wood floors, while the barns are substantially erected, with cement foundations and cement floors." The story of the farm is worth telling for itself alone, but doubly valuable as a lesson, an encouragement and an inspiration to others.

As a boy, we lived in Iowa in 1855, when the story of such a farm, with such buildings, would have been considered a wild romance, discounting any dreams in Arabian Knights. The improvement has come rapidly, and the home papers, that have heralded abroad every advance made in agriculture, have had no little part therein. Then this idea of the welcoming, paying attention to and introducing worthy newcomers, and making them to feel at home and that they are appreciated and wanted, is something concerning which we have had occasion to remark on previous occasions. Fortunate the people who have a live newspaper man among them, taking notes of all things that are worthy, that tend to upbuilding and the bettering of conditions and the printing of them in the papers.

* * *

As we had occasion to note last month, Past-President Varner of the N. E. A., manages to always have something in the air, to keep the people of his section of the State interested and incidentally to add names to his subscription list. He is now arranging to take fifty farmers, of his home county, on a free excursion "to Charlotte and Mecklenburg County, to see good roads, model farms, and progressive farmers." In addition to the free trip for information with all the extensive, profitable, practical, educative possibilities, he offers $229.50 in prizes, consisting of plows, harness, furniture and other valuable articles. Winners are apportioned to townships on basis of voting population. The contest opened January 6th and closes February 20th. Here is what the *Dispatch* proposes to show these winners in this novel contest and thereby confer a lasting benefit on the farmers themselves, and do a most useful and patriotic service to its own county and to all the inhabitants thereof:

The fifty successful contestants will be carried on a special train to Charlotte about the first of March. On arriving there they will be taken in automobiles, under the management of the Osmond L. Barringer Company, through Mecklenburg county in view of the model roads where they know how to build them. Mecklenburg county has more miles of macadamized roads than any other county in the United States. The guests of the *Dispatch* will see roads in actual construction, see the road-builders at work. They will also be taken to the improved farms of the county, to model school houses and churches, to the modern farmers' homes and outhouses, to the stock farms and dairies. They will meet the best farmers in Mecklenburg and at noon when dinner is served out in the country, leading farmers will make short speeches, and we expect to have such men as Messrs. D. A. Tomkin, C. C. Moore and Sidney B. Alexander to address our guests.

The one receiving the highest number of votes in the county has choice of the first or highest prize and so on. Only one contestant in each township gets a prize, and only actual farmers can contest, but the door is open to all those who wish to try and those receiving the highest votes, in the respective towns up to the number apportioned—running from one to ten—according to the voting population in each town, will be taken on the trip. The prizes are all offered by enterprising merchants and are on exhibition in their respective stores, and evidently the merchants will get double the value of the prizes offered in the advertising incident to the contest, besides which new business will be created; there will be a revival and increase of trade throughout the county and dull times will give place to prosperity. The prizes run all the way from $3.50 pair of men's shoes to a $10 plow, a $15 corn-planter, a $20 iron bed with wire springs and mattress all complete, a $30 set of home-made double wagon harness to a $40 suit of furniture—fine quartered oak, rolled on foot and head of bed, full swell dresser and mirror, and so on. The offering of these prizes affords the *Dispatch* publisher an opportunity to turn some very happy and telling compliments on the donors who are advertisers in the paper. Here are the rules of the contest:

Each contestant must have at least 4,000 votes, representing ten yearly subscriptions, if elected.

Every dollar paid in gives 400 votes, whether on new or old subscriptions. The paper each week will contain a coupon good for 5 votes.

All matters in dispute will be settled by the editor of the *Dispatch*.

Only one contestant in each township will be eligible for a prize.

No commissions will be allowed on subscriptions while the contest is being held.

Candidates in any township may secure votes anywhere in or out of the county—in any other township if they wish to work outside of their own.

No person can be a candidate who is not a farmer.

Here is a chance for home publishers all over the country to swell their subscription lists, to do good service for their people, to help on local improvements, promote better methods in farming and road building, and push forward the promised prosperity and aid in making it permanent. Go and do likewise, or if not likewise, as near as you can considering the condi-

tions of the field or territory that you serve. It will help to wake the people up to a deeper, more active and kindlier interest in your paper, as well as in those things that most nearly affect their own interests and those of their useful callings and of the public. It is worth trying.

* * *

The Lawrenceburg, Ind., *Press* adopted in 1895 a flat rate of 10 cents an inch for advertising, and seems to have found the plan satisfactory and profitable. As a minimum rate in a paper of 1,000 circulation or less for advertisers running for three months or more, and occupying three inches or more, this may be deemed fairly profitable, but we have never thought it paid to give as low rates for transient advertisements. We have a local, neighborhood weekly right here in Chicago, of 1,200 circulation, and we never take any advertisement for less than 25 cents, and never for less than 15 cents an inch by the year. The rate for advertisements for three months is 18 cents an inch, though full page advertisements are taken at fifteen cents an inch. The handling, setting up, finding place for and distributing an advertisement that runs only one time costs the office more than ten cents, for any space less than ten inches. Regular, continuous advertising is more profitable for advertisers and they should be encouraged to advertise regularly. Such continuous advertising is more profitable to the publisher. A flat rate is said to encourage small advertisers who as a result of such encouragement grow into larger and more permanent advertisers. This may be in a measure true, but we have never found it profitable to encourage business by doing any kind of work at a loss. There should be the same rate to all who take the same space for the same length of time, and an inch-rate is better than a complicated table of rates.

* * *

Socrates, having been proclaimed by the Oracle of Delphi as the wisest man, conscientiously sought the reason, and, after much faithful inquiry, concluded that it was because he knew that he did not know, while every one else, whom he interviewed, only thought they knew those things that they did not know. That was several centuries ago, when traditions, speculative philosophy and theories ruled, and experimental knowledge, or exact science, founded thereon, had made very little if any progress. This is an age of experiment, of putting everything to the test and still the lack of positive, accurate knowledge, in all the industries and callings of men, is so general as to sadly cripple most lives and hamper highest accomplishment and all progress. To know and to know that one knows, requires close observation and study, investigation, experience and actual trial or test. In their work both newspaper workers and printers are brought in contact with every problem of business and of life and in no other callings is positive knowledge—the first knowing and then being positive that one knows—so important. The mistakes of the printer and of the editor can not be canceled; they are recorded in black and white, or, in this day of colored illustrations and printing, in many colors, to be seen and known of all men. Besides this, printed or published matter is designed to inform others and if the information be wrong, the knowledge, not positive, not only is the work marred, rendered ineffective or offensive, subject to criticism or ridicule, but those who do not themselves know but seek knowledge, are misled to their hurt—by the blind striving to lead the blind, both fall together into the pits of error and misfortune, injustice and wrong. The man trained to know, to test knowledge, to select the true from the false, to discern and to go straight to right conclusions, is the only kind of a man who can safely be trusted to conduct a newspaper or printing office.

* * *

We have frequently had occasion to dwell on the fact that all advertising should be not only attention-attracting and pleasing, but entertaingly and usefully informing. Advertising may not only be all of this, but may be a means of real benevolence and be filled with human interest. Supposing that you have a room that you do not use or need and by a want ad, you open the way to the occupancy of the same by a young man or young woman who is in need of just such a room with all the home life and home surroundings, that go therewith, not only may the advertisement prove a channel of real good and benevolence, but of profit to both. The same thing might apply to a score of articles which one does not longer use and that could be offered through the newspaper's department of classified advertising, at prices to bring the same within the means of those in need thereof. All legitimate advertising tends to the meeting of wants, supplying comforts and aiding progress. It is well to urge these and similar reasons for the securing of advertisements. These thoughts were suggested by the following appeal for classified advertisements, under the caption of, "The Call of the Want Ad," on the first page of *The Jeffersonian*, a neighborhood paper, "devoted to the General Interests of Northwest Chicago":—

Have you ever stopped to consider that the most human part of a newspaper lies not in the editorials or in the great mass of current news happenings, but in the hundreds of little items which go to make up the great volume of the Classified or Want, advertising? Each of these little items has its own story to tell, briefly, compactly, but a story of real, genuine human interest just the same. Perhaps some one has lost a prized possession, or has found one and wishes to return it to the anxious owner; perhaps a house is wanted, or a flat, or a servant, or an apartment, or work of some description. These little items appear under two-score of different classifications, but each one is genuine, human, heart compelling. And no part of a newspaper is of greater interest or more widely read than the Classified, or Want, Columns. And when you read these little items, you are answering the Call of the Want Ad. Sooner or later, you, too, may

need to advertise for a lost possession, or for a servant, or an apartment, or a house, or a room, or any one of a thousand and one things. And whenever you do, bear in mind that you can put it in the *Jeffersonian*, the Home Newspaper—of the Twenty-seventh Ward.

* * *

We had occasion, some months since, to say some deservedly laudatory things and to give sustaining facts with regard to the Duluth *News-Tribune*. On Dec. 20th, this successful paper fully sustained its reputation for enterprise and keeping up with the spirit of the times, by issuing a Christmas edition of sixty-eight pages. It was a demonstration of prosperity and of the growth and progressiveness of Duluth.

* * *

The best service to advertisers is in quality rather than in quantity of circulation. Of the Ten Lepers that were healed by the Great Teacher only one returned to give thanks. In this work-a-day world, about one in ten or ten in a hundred are really worth while, the other nine or ninety live as do the brutes of the field for themselves alone—a mere sordid animal existence seeking not worth or progress, but only to exist, to eat, drink and be amused or to amuse. Improvement, duty, the highest ideals for attainment, the conquering of circumstances and reaching up to the highest possibilities furnish no incentives in their lives and callings, or even in their religious professions. Nine out of ten professing Christians know little of the Scriptures on which their faith is founded, read little, meditate less and are not at all partakers of that higher spiritual life that was taught and lived by the fathers, hence they are easily blown about by every wind of doctrine and blast of unbelief, and are of little value or responsibility either in church or business. In what should be, in a free country, the most responsible calling of law, the underlying principles of justice and all the accumulated wisdom of the interpreters of men's rights are neglected by the ninety out of every hundred, and only enough of practice acquired, with no feeling of responsibility, to eke out a living often through aiding wrong-doers to evade the results of their wrongdoing. It is largely the same in all other pursuits of men. They do not strive to service or to attain but merely to exist. All such are of very little value to those who have products to sell above the mere necessities of existence. The progressive men who read, think, investigate, acquire, improve, extend their desires to things of highest worth, in their lives and callings, are the men of value to the producers, as well as in the lines of the directly useful industries, from the makers of implements and instruments in every calling, to the builders of machinery and residences, factories or business blocks, and the creators of works of art, of books, of worthy journals for the advancement of the trades and commerce, of reliable newspapers and magazines. In some fields, like that of the newspaper, quality ought to bring quantity, but frequently brings nothing of the kind. Some of the best newspapers in the country and some that receive the highest rates for advertising space, have only about one-tenth of the circulation of flashing, sensational papers, in the same field, that appeal to the low and sordid, to the ignorant and prejudiced, who exist but do not think or advance.

People who spend ten times as much for things that they do not need and that are positively hurtful, than they do for books, papers, instruments, appliances and machinery of their callings, or even for their families and homes, are worth very little to legitimate advertisers. The things that they most seek do not need advertising. In view of these facts the wise newspaper maker seeks the approval, in his field, of the quiet voices from the hearthstones, or the voices from intelligent, conscientious, progressive workers in the useful callings, rather than the wild acclaims from the hustings from blatant place-seekers, from the curbstone or the bar-room. Get all the circulation possible, but get it through merit, through that which helps the helpful, rather than through that which panders to the slothful, to the frivolous, vicious and depraved, or that tends to anything that does not uplift, inform, inspire and improve.

* * *

No country at any time, anywhere, now or ever, offered such opportunities as does free America today. The New York *Trade Review* well says:

> No people were ever so bountifully helped by nature as are we. No people ever had the great natural resources, so advantageously placed, as have we. No people ever had such colossal and magnificent payrolls as have we. No people ever had such absorptive power within their own domain. No people ever had such courage, such enterprise, such determination. No people ever had such opportunity for general uplifting and upbuilding. No other people ever had a government more helpful in sympathetic touch with its industrial development.
>
> No honest business honestly conducted has aught to fear from interested officials—the judicial departments are only protectors, the executive only a good friend. There can be no more insurance scandals, no recurring of corruption in financial circles. The air is clarified, the situation clean. There is nothing to dread, nothing to interfere with wondrous growth, magnificent expansion, enduring results.

With such conditions, assurances and opportunities, on every hand, it is evident that all that is necessary is for every one to go to work, with the zest and enterprise that high opportunity and well-founded confidence inspire.

* * *

Publisher Orno Strong, Tacoma, Wash., has favored this office with a copy of the Seventeenth Annual New Year issue of the *West Coast Trade*. It is filled with beauty, grandeur and countless wonders. As a work of typographic art and illustration, it is par excellence. Washington and all the Pacific Coast, for that matter, is a region of wonders. The city of Ta-

coma, and the whole State of Washington are fortunate in the possession of a publication that fittingly sets forth and portrays all the marvelous resources, beauty and grandeur of scenery, and boundless opportunities, as well as all the magnificent accomplishments and attainments. The first if not the most attractively captivating illustration is of the "Tacoma High School Stadium," overlooked by the splendid building itself, builded on a hill commanding a magnificent view of the city, harbor and mountains and unexcelled in size and architectural proportions by any similar institution in the United States, if not in the world. We wish that we could reproduce all the illustrations of this issue. It would be well worth while. The paper truthfully says:

> To the great domain that fronts upon the North Pacific Ocean, the marking of time carries with it but added steps in progress, population and wealth. Conditions naturally influence the degree to which these attainments are achieved, but nothing may intervene to stay the forward movement. Nature has here dedicated to man a heritage that accords a fruitful response to his energies.

The primary aim of this number is declared to be "to record the measure of development that has occurred during the year closed and to point out the matchless opportunities extant for the prosecution of successful endeavor." All this is done, through most convincing statistics and facts, carefully collected, accurate and unvarnished, and concisely, clearly and pleasingly presented and accompanied with most enchanting and forcefully telling illustrations. Pictures of improvements, stock and views in halftones, from excellent photographs, are incontrovertible demonstrations of the statements and figures. If duty and our work did not keep us in Chicago, we would move to the Northwest Pacific Coast. It is God's country.

* * *

Waterloo, Iowa, is justly celebrated for its newspapers, as well as for its civic spirit, that has led to the city's improvement and beautifying, and concerning which we have had occasion to write, from time to time, by way of example, instruction and inspiration, for the leaders have been the excellent dailies, to their own profit as well as that of the city, and in their work have furnished most practical and profitable lessons for the home press of the whole country. On January 18th, the *Daily Courier* celebrated its fiftieth anniversary with a "Golden Anniversary Number" of sixty-four pages, that, in many ways, is a model, especially in the enterprise shown and the all-around completeness and thoroughness with which the work undertaken has been carried out. The *Courier* was established on January 18, 1859, as a modest, seven-column folio weekly paper. The entire material or mechanical equipment for the paper was moved on a pair of bobsleds from Cedar Falls by Mr. W. H. Hartman, the father of John C. Hartman, the present editor of the paper, which has been practically under the control of the family, father and son, ever since. The daily was established in December, 1890. There is scarcely a more interesting study, especially to a newspaper maker, than the history of the growth and development of a newspaper from the little beginnings to a great and prosperous daily and, with it and with its aid, the growth of the little country village with its few log cabins and frame cottages, to a great and prosperous city with extensive commercial, financial and industrial establishments, great business blocks, and factory buildings, splendid residences, magnificent school and church edifices. Such is the history of the Waterloo *Daily Courier,* and its beautiful, prosperous and wealthy city.

The following pen-picture, given in this issue, of the founder of the paper, is especially inspiring and will be fully appreciated by those who have been long connected with newspaper offices all over this country, especially in the West, where the memories are still fondly cherished of pioneer days and of the noble, heroic men who helped to lay the foundations of existing prosperity, worthy institutions, industries and wealth:

> The life of William H. Hartman, the father, was peculiarly interwined with his newspaper—the Waterloo *Courier.* It was the pride of his heart. No mother doted more fondly over her infant than Mr. Hartman did over this creation of his own brain, muscle and heart. It is not overstating the fact to say that he gave his life for the *Courier,* He was not an old man when death called him—only 57. But he had labored early and late to place the Daily on a permanent basis. He was the first at the office in the morning and the last to leave in the evening. His brain was busied with both the mechanical department and the business office, and because of his large acquaintance and kindly interest in his friends he had many callers, all of whom he received into his "sanctum" and gave generously, not grudgingly, of his busy hours. The business of those who called was never too trivial for him to give them a respectful hearing, and he spent hours visiting with his friends, though this usually made it necessary for him to spend extra hours at his work in the office. It was Mr. Hartman's misfortune, if such it might be termed, to have too wide an acquaintance among his subscribers. There was an intimacy, close fellowship, between this long time editor and those who took his paper, which is not possible in present day journalism, when the editor is shut away in his woorkroom and the clerical labor is left to others.
>
> His old friends and subscribers insisted on seeing the editor, and no one but he, according to their view, could answer their questions.
>
> As a writer, the older Hartman was humorous, graphic and pointed. He wasted no words, but proceeded directly to the very core of the matter under discussion.

Many of the early day editors were able writers who dearly loved the wielding of the pen for the establishment of the right and the overthrow of the wrong. There were deep convictions, and grave principles and questions were up for discussion, settlement and enforcement in national affairs as well as in laying the foundations of a new State, and of all its institutions.

The following motives that have actuated and the policy that has been pursued by the paper, in the past,

as set forth in this issue, should ever be kept in mind and can not be too frequently enforced:

During the fifty years of its existence under one management, the *Courier* has been actuated by one motive—to serve the city and the country and the state to its best ability. Every movement, whether commercial, educational or religious, which has had for its object the better serving of the community, has had the earnest, hearty endorsement and co-operation of its columns. Fifty-two weeks in the year when a weekly, and 312 times a year, when a daily, the *Courier* has never ceased to say something to build up the various interests of the community, and there is no way of measuring the good that has been done by the paper for the city. The *Courier* claims some part in making the Waterloo of today, but it likewise recognizes that Waterloo has done much to make the *Courier* what it is today. Their interests have in a measure been identical; both have grown and prospered and made a name together.

If the *Courier* should remain another fifty years under its present management, it will take pleasure in contributing what it can, as it has earnestly and honestly endeavored to do in the past fifty years, to build up the commercial, educational and religious interests of the city, county and state.

Useful service is the highest and truest ideal of the modern newspaper. It is what gives character, permanent goodwill and lasting success. A paper that is honestly, efficiently and acceptably serving its community, the city and State, can not be supplanted. Such a paper has a hold upon the affections of the people that is enduring.

Every interest of the city is covered in this issue and the business men have shown the right kind of appreciation by a liberality in advertising seldom equalled.

Under the caption of "How Industry in Waterloo has Grown," is given under each year from 1859 to 1909, a brief summary of the improvements, trade and growth of each year. The improvements for 1908 aggregated $2,075,146. The issue is fully indexed, which is an excellent feature. There was no attempt at art, but the city's story is well told, the text being illustrated by halftones of many views from photos taken in the early days and the present year, showing at a glance the wonderful growth. The names of all those who have lived in the city over fifty years are given.

* * *

A law compelling the publication of newspaper circulation, has been introduced into the Kansas Legislature, of which the *Topeka State Capital* gives the following synopsis:

It provides for the monthly publication of a sworn statement showing the actual number of papers printed and sold—the number of regular subscribers and the number of outside sales. It also provides for a fine of $500 for a declaration of a paid circulation, larger than it really is, for the purpose of effecting advertising rates.

The publication of circulation has been found a very profitable and effective method of advertising by prosperous newspapers, and, while advertising value does not depend, by any means, on the quantity, but rather on the quality of the circulation—provided the field of profitable customers is covered—yet it is an important item to be reckoned in fixing the value of advertising space to advertisers, and should not be considered a trade secret. We doubt the wisdom of too much legislation looking to the regulation of private business, yet the law is likely to work to the advantage of all worthy newspapers that deserve to live and prosper. Such a law would act as a spur to greater efforts in the matter of circulation getting. Some newspapermakers, like members of other callings, are prone to lazyness if only a living amount of business is secured, seeming to lack any adequate incentive to reach out for more than this, in efforts to extend their usefulness or to do wider and better service for their patrons and the community. They are cumberers of the ground bearing little fruit, but standing in the way of the more worthy. If such can be weeded out it will be a benefit to the calling.

* * *

The daily *Herald* of Missoula, Montana, did its city and all Western Montana valuable service in a thirty-two page, illustrated edition on Jan. 1st. The *Herald* is one of those clear, clean, bright papers that it is a joy to look upon. It does one's heart good to glance through its well-filled, well-arranged, well-printed pages, that deal with the development of a new and growing country and with all the affairs for the informing and up-building of the people. "It tells of what has been accomplished, describes the many evidences of an abounding prosperity and tries to tell a little of the brilliant future which lies before."

The record of $1,125,000 improvements in this new city, during the past year, seems almost incredible, yet such is the record and the buildings shown would do honor to any city of fifty thousand population in any part of the Union. The new residences, too, are numerous, and pleasingly rich and attractive in appearance. To be able to boast of 1908 as far the most prosperous year in a city's history, with still brighter prospects for 1909, seems good, but then the West has hardly realized that times have been disastrous, and the Western prosperity is rapidly extending eastward. The well-equipped building is a very effective feature of this improvement addition and we were much pleased with an article entitled,, "Education Not Population." There has been too much of a struggle, through emigration departments and other agencies, to secure new residents regardless of their fitness or their training, or their ability to succeed in a new country. One of the most pathetic stories in connection with the early settlement of Ohio, was that of a French colony, made up of trades people, shopkeepers, jewelers, etc., who settled in the woods and fought for a foothold, dying through want, accidents, disease and exposure, until less than one in ten survived. This writer says:

It has come to be a popular idea that settlers ought to be brought in by whatever inducement employed and dumped helter skelter to shift for themselves as best they can. Anyone not in line with this idea is apt to be regarded by these enthusiasts as an obstructionist.

I am not of this opinion. I do not want to see the history of Nebraska, Kansas and North Dakota repeated in Montana. Such doings involve too much suffering. By far the greater majority of people who take up homesteads have but limited or practically no means at all. If they do not succeed, it not only means loss to them, but to the business community as well, because every poor man attempting to make a home for himself is extended more or less credit by the merchants. If the settler "burns out," the business man is "in the air."

These thoughts are worthy of consideration, throughout the Nation, by both the press and the people: Only self-supporting, self-respecting people, who are able to make their own way, are needed or should be admitted to this country as emigrants, unless the States or the Nation prepare to receive and support them and give them a period of tutilage, at Government expense, until they are able to make a living. This comparatively new land is very enticing to those in distressed or humble circumstances in the Old World, and their migration hither, under false expectations and without the ability to work, brings only greater want and misery, unless they are in some way fitted to meet the new conditions. To induce people to settle in a new country under false illusions, when the only possible result must be failure, is a crime. Such a policy has filled our cities with mendicants and criminals and brought failure, want and misery in many sections of the country.

* * *

"Rulers are not a terror to good works but to the evil; and they that resist shall receive to themselves damnation," or as "No man can be a law unto himself," nor can any set of men in a free country, where freedom means obedience to the laws and courts established by all the people. The attempting to canonize or to make a martyr of such an one and compare him to Christ, and the judge who attempts to enforce the law, under his solemn obligation and oath, to Pilate, who violated the law of yielding to popular clamor, is to prevent the truth, to the glory of the evil-doer and the overturning of all constituted authority. Let not the press be guilty of Pilate's sin, by yielding to popular clamor, in the permitting or encouraging the violation of the laws and the overthrow of the courts and all regularly constituted authority.

Break, break, break,
On thy cold gray stones, O Sea!

And I would that my tongue could utter
The thoughts that arise in me.
—Alfred Tennyson

OPINION OF THE DEAN OF THE UNIVERSITY OF MISSOURI.

DEPARTMENT OF JOURNALISM.

COLUMBIA, MO., Jan. 4, 1909.

Col. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

MY DEAR COL. HERBERT:—I am glad to send you my subscription to the NATIONAL PRINTER-JOURNALIST for the new year. The long and useful service which you have rendered the press of the United States would alone entitle your magazine to the support of American newspaper men, if it did not deserve this support because of its constant increasing interest and value to makers of newspapers everywhere.

With sincere regards,

Yours fraternally, WALTER WILLIAMS.

WILLIAM OSMAN, DECEASED

MORE THAN FIFTY YEARS EDITOR OF THE OTTAWA, ILL., FREE TRADER AND SEVENTY-FIVE YEARS A PRINTER.

BY the death of William Osman of the *Free Trader*, of Ottawa, Ill., one of the sturdy pioneer editors of Illinois is removed from the ranks of the calling which he highly honored. His life-work remains as a worthy study and inspiration. He was a man of pleasing personality, and a worthy type, in appearances of the philosopher, and statesmen whose portraits adorn the pages of the history of the early days of the American Republic. His life and character and bearing measure up to highest standards of the Christian gentlemen, statesmen and thinkers of the times when knowledge, courteous bearing, duty conscientiously and work well and faithfully performed were the ideals toward which all honorable citizens strove.

He was ever looking forward to the good that was before and alive to all interests of the present. His was the true habit of living. He referred to the past only for its teachings and inspiration and met every day's duties with cheerfulness and made work his highest pleasure. Constant, useful employment and satisfactory accomplishment contained, for him, the true elixir for the preservation of life to the years of perfect fruitage and ripening. We can not furnish the printer-journalist readers of the NATIONAL PRINTER-JOURNALIST, in this second month of this year of 1909, with any matter more useful than that contained in the too brief accounts of the lives of the two pioneer editors, Andrew J. Aikens of Milwaukee, Wis., and William Osman of Ottawa, Ill., whose deaths are recorded in this issue. Both came to the then new West at about the same time and did their shares toward the developing of this great region, and in solving the great questions that involved the perpetuity of the Republic. We had the pleasure of meeting Mr. Aikens and of experiencing something of his personality. We do not remember of having ever met Mr. Osman but those who knew him, tell with evident affectionate regard, of his long and industrious life and we are glad to gather and to place before our readers the following, from the Daily *Republican-Times* and the Daily *Free Trader*, of Ottawa:

William Osman, editor of the *Free Trader* for the greater part of the years since August, 1840, died at his home in Illinois avenue, at 6:15 o'clock last evening, the immediate cause of death being Bright's disease, from which he had suffered for about a year. Such, however, was his remarkable physical strength that he continued his habit of going almost daily to his editorial desk and furnishing "copy" until about the first of December last. And even after that date he continued to take an active interest in the world's affairs, and almost daily sent more or less "copy" from his home to the printers until about Christmas, when he ceased to do so, not because his mind was clouded but because of the physical difficulties he found in writing. During the succeeding days and after he was confined to his bed he was at all times perfectly conscious and clear-minded, even to the last. Rarely has great age been accompanied by such remarkable physical vitality and mental clearness and vigor.

Mr. Osman was 90 years of age, but until six weeks ago went regularly to his office and assisted in the daily grind of getting out a newspaper. His mind was bright and clear, and even after he found himself unable to get to his office he continued to write editorial matter, and occasionally a news story at his home, and a messenger was sent daily to carry his articles to the office.

After being confined to his home Mr. Osman grew constantly weaker, and, finally, after more than two-thirds of a

WILLIAM OSMAN.
June 18, 1819. January 18, 1909.

century he was compelled to give up expressing his thoughts on paper, and this, it may be said, was one of the severest blows that could have befallen him.

He realized that his time was near, and this must have come to his mind frequently, but he never complained. While he was one of the oldest men in the city, and his mind could wander backward over happenings that have long since been chronicled in the histories of the nation, he seldom referred to the past. He lived at the very minute of the present. Always optimistic, he looked upon the bright side of life, and was a most cherished husband, father, employer and friend.

Until after the Linotype machines came into use in Ottawa for setting type, it was Mr. Osman's pride to walk into the composing-room of his newspaper office and put into type his leading editorial. This he did every day for many years, until after he was past 80 years of age. Less than two months ago the writer saw the old gentleman running to catch a car, displaying the agility of a man many years his junior.

The home, like most farm homes in central Pennsylvania at that time, was a simple one, and the boy built up his remarkable constitution by ranging as a boy over the mountains

(Continued on Page 124)

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . . . . Editor

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, FEBRUARY, 1909

Everybody, and especially newspaper makers, who are natural promoters of the upbuilding of all sections of our great country, and of every worthy means to that end, will be interested in Seattle, and the great Northwest Pacific region, this year, by reason of the wonderfully attractive and educative exposition to be held there. On this account we have felt justified in holding back this issue of the National Printer-Journalist in order to give, at the earliest possible date, the arrangements for holding the Twenty-fourth Annual Convention of the National Editorial Association. Never again, in a lifetime, will there be such another opportunity at comparatively small expense, of visiting the great Northwest and viewing all the assembled wonders of the products of farms, the stock ranches, forests, mines, streams and of old ocean itself, in short, all the wonders of the growing States of California, Oregon, Washington, Montana, Wyoming, Idaho, and of the Islands beyond and Alaska in the far North.

The members of the Executive Committee of the National Editorial Association deemed, after much careful consideration, that it would be folly to permit this opportunity to go unimproved. Other cities presented most flattering invitations, backed by wonderful attractions, and these were fully appreciated and carefully considered, but these remain open for another year and a more convenient season. Many thought that Chattanooga would be desirable for the next convention, but it was too late to arrange for a convention in the spring and it was not thought desirable to go South in the summer. All our people, especially those living in the more southerly States, seek northern latitudes at that season of the year. Chattanooga, it was thought, would be an ideal place for meeting about the first of May next year, or on some early subsequent year.

The trip planned at Seattle, to Tacoma and up into Paradise Valley, to Victoria and to Alaska, for a summer vacation, cannot well be surpassed anywhere in the world. However, we do not intend to dwell on these arrangements at this time. All interested should read the proceedings of the Executive Committee given in this issue, and be prepared for the announcements to follow, later on, as to arrangements and program. President Mayes, upon whom the work was placed, of preparing the literary and business program, will be pleased to receive suggestions from members of the Executive Committee and of the Association, as doubtless, will also, Secretary Parrott, as to routes, trains, and itinerary. Especially fine train service is being arranged and the managers of the different trunk lines are showing a commendable interest in arranging for the taking care of delegates to the convention in a manner unsurpassed in the past. The train time from Chicago to Seattle, will be seventy-two hours, and the equipment and service will be superb.

* * *

Arthur Capper, of the Topeka *State Capital,* has achieved a great success and is to be congratulated thereon, but much more important and worthy of praise are the splendid thoughts that he voiced in his banquet speech—given elsewhere in this issue—they contain the true ideals of all worthy accomplishment and are educative alike to employers and employes, to all who work together in the production and distribution of a great paper, from proprietor to newsboy. Harmony, unity of purpose and effort, loyalty to and pride in the business, with truth and right in view, and useful service the aim, are the grand essentials.

PRESENTATION TO PRESIDENT VARNER.

Chicago, Ill., February 1, 1909.

President H. B. Varner, National Editorial Association, % "Dispatch," Lexington, N. C.

Friend Varner:—Accompanying this letter is being forwarded to you, by express, a solid silver tea set, of five pieces, Colonial in design. It was intended to have presented this set to you at the meeting of the Executive Committee at Kansas City, but finding that you can not attend, although your brothers would have been delighted to greet you and extend their kind wishes and good will, which the present represents, we forward the same to you, and hope it will be pleasing to you and Mrs. Varner, and ever a happy reminder of the pleasant associations in St. Paul.

With sincere regards.

Yours respectfully, B. B. Herbert,
Chairman Committee.

Lexington, N. C., February 6th, 1909.

Col. B. B. Herbert, 1319 W. Ravenswood Park, Chicago, Ill.

My Dear Col. Herbert:—I received by yesterday's express the handsome solid silver tea set presented by the National Editorial Association to me as retiring President, and while I value it for its intrinsic worth, yet I value far more the friendship that sent it; and if I could but express the feelings in my heart, I would write you such a letter of thanks as no mortal man ever received before. My relations with the National Editorial Association have ever been the most pleasant possible; I have formed lasting friendships; have enjoyed the companionship of some of the choicest spirits in the land; have at all times been glad that I was with the Association, with you, with your committee, with all; but I have never before experienced such keen pleasure on account

of my relationship as I did when this beautiful token of real friendship came to me. Nothing surpasses that tie which binds together newspaper men; it is closer than that which binds brothers; and when it prompts what you and your committee have sent me in behalf of the membership of the Association, the sum of this world's happiness has been augmented beyond degree.

I thank you, I thank the committee, I thank the members of the Association, from the fullness of a grateful heart, and in return I send greetings of good fellowship and best wishes to all.

Very sincerely and fraternally yours,

H. B. VARNER.

REFORMS IN THE POSTAL SERVICE

BY HENRY A. CASTLE, FORMER AUDITOR FOR THE POST-OFFICE DEPARTMENT.

SIGNIFICANT feature of the United States Postal Service, as revealing its increasingly beneficial educational influence, is the annual growth if its revenues per capita. This is an unfailing inedx of the augmented prosperity and intellectual activity of the whole people.

In 1870 the Postal revenues per capita were 51 cents, and the increase to 1880 shows but 16 cents, while from 1880 to 1890 it jumped from 67 cents to 95 cents, an increase of 28 cents in the decade. The greatest improvement appeared in the years following 1900. In that year the per capita revenue in the postal service was $1.18, and in 1903 stood at $1.64, a gain in three years of 46 cents, almost as much as the entire per capita revenue of 1870. For 1908 it was $2.10, notwithstanding a period of temporary business depression.

This is a striking illustration of the fact that improved facilities always result in increased business at the postoffices. In 1820 the mail service was used only when it became a matter of great importance, and in that year the per capita revenue amounted to but 14 cents. Today, mail is delivered at the doors of 40 million city residents two or three times a day, and 30 million farmers once a day, the result being that the per capita revenues are fifteen times as great as in 1820, although the rates of postage have been reduced 90 per cent.

Few persons not directly connected with the operations of the mail system have any adequate conception of their magnitude, especially of the staggering array of figures required to express its money transactions, and its volume of expert work.

From the Department Reports for the year 1908, these impressive facts have been collated:

Average Financial Transactions	$8,000,000 a day
Average Gross Earnings	530,000 a day
Average Losses (deficit)	46,000 a day
Average pounds of mail handled	3,000,000 a day

The question of the deficit is one of concern and perplexity to the heads of the Postoffice Department. There seems no way of reducing expenditures, for they inevitably grow with the expansion of the country's business. Hence there is constantly sought some way of stimulating the revenues, or "earnings."

One promising method of doing this, now being considered, is that of a new system of "return postage."

Under present conditions, a writer who wishes to receive an answer on some business of his own, such as an advertisement or an inquiry in regard to business matters, seeks to assure reply by enclosing a stamp, thus relieveng his correspondent from any outlay for postage. This is a trifling matter in an ordinary correspondence, but many lines of business can only attain the best results by addressing a large number of persons in the hope that a few of them will reply.

In such cases, it is quite common to enclose an envelope having a printed address, and with the needed stamp affixed. Any broadcast distribution of this kind of mail is obviously very expensive, since only 10 per cent of the envelopes sent out ever come back.

It follows that if a simple and effective way could be found by which the postage of the desired replies could be paid with practically no loss by reason of nonuse of stamps furnished, an extensive field of usefulness would be opened at once to the business public.

The "Return Postage" device, now being considered by the Department, has the double aim of greatly conveniencing the business public, and enormously increasing the postal revenues—even wiping out the obnoxious deficit, if its advocates' claims are realized.

The object of the proposed system is to furnish postal cards and envelopes designed solely for reply purposes, bearing the printed address of the party sending them out, the erasure or alteration of which will render them unmailable. This would prevent them from being diverted from the purpose of the original sender, insure their return to him if used, thus requiring him to pay postage only on such as actually come back through the mail.

It must not be inferred that whole generations of postal officials were blind to the possible advantages of a scheme of "return postage." Vague plans for establishing it, and liberal estimates as to its probable influence in adding to postoffice receipts, were hinted at in reports and writings many years ago.

Postmasters General Hatton, King and Vilas were among those so far in advance of their environment as to comment favorably on the subject, without reaching concrete recommendations.

At a later date, five or six successive Postmaster Generals commended the principle involved, but were slow to take decisive action. To these a commendable feature was that the cards and envelopes are not to be mailed without prepayment of postage, and that there is no syllable of suggestion which undertakes to prohibit or in any way interfere with other parties mailing anything that the law and regulations of the Department may now or hereafter permit them to mail.

Former Postmaster-General Charles Emory Smith, in a letter to his successor Mr. Payne, thus stated the conclusion at which he arrived:

"As I proceeded with my inquiry, one consideration presented itself, and with reflection gained strength, which pointed to the advantage of doing the work through a Company under proper control, and this consideration was that such a method would undoubtedly bring more revenue to the Government. The Government can do the business, but cannot stimulate it. It does whatever is brought to it to be done, but does not go out to seek customers. A company doing the work would have a direct interest in increasing it, and would have the agency for that purpose, and the greater the business the greater the revenue accruing to the Government."

The return postage scheme is only one of many devices for the improvement of the mail service, now under consideration at the Department. More modern methods of administration, and new mechanical inventions to expedite the work, are sought with commendable zeal.

THE ABRAHAM LINCOLN CENTENNIAL

ONE hundred years ago, the 12th of this month, of February, 1909, was born, amidst most humble conditions and surroundings, in Hardin Co., Kentucky, a boy, whose name, as a man, a patriot and a martyred President, has come to stand for the highest ideals of the true, typical American. In his life the whole world has come to have a common share and his memory calls forth a love, deeper, broader and more sympathetic, than that of the memory of any other man of the past century. He came from among the lowly, but he stood among the wisest, the mightiest, the noblest and greatest of Earth, in position, power and honor, yet in all humility, with undiminished love for and loyalty to and sympathy with all conditions of his fellow countrymen. From farm laborer, rail-splitter, country storekeeper, legislator, country lawyer, occasional writer for a country newspaper, he arose to the highest plane of statesmanship, and the position of President of the greatest Republic of all time. The members of every calling may find in his life something from which to learn, and every citizen high example, purpose and inspiration.

To the members of his chosen profession, that of law, there can be no higher or more useful or more needed example than Abraham Lincoln. He pursued the calling of law, as above mere gain, as a means of establishing justice and preventing wrong, just as the loving, loyal family physician practices medicine, lovingly and at the sacrifice of ease, to prevent disease, to relieve suffering, to heal the sick, rather than for the riches it will bring.

Lincoln would not knowingly take up an unjust cause, he would use no deceit, would never badger or browbeat witnesses, but sought ever to win through seeking the right alone, and the inspiring of confidence, ever urging just settlement out of court rather than the glory of battle. He was a life-long student of the principles and books pertaining to his profession as well as of men and the art of enlightening obstruse points by illustrations, so that he was no less successful before the judges than before juries. He was recognized as being actuated by a desire to establish the right, as being thoroughly informed and sincere. He worked conscientiously and won through that clearness of logic that in part was a gift and in part acquired through familiarity with the masters and being right in his premises and ambitions, and that honest intent and entire freedom from the mercenary spirit, that taught courts and juries to trust, believe in and rely upon him.

The clergy could learn valuable lessons from his love for men, the humility that made him the friend of all and that true spirituality and deep communion with God, that needed neither forms, ceremonials or church relationship, as intermediaries or helps to this higher communion. Religion aids piety, but piety is above and higher than any religion, and Abraham Lincoln was deeply pious. William H. Henderson, Lincoln's law partner and biographer, says that at times "Mr. Lincoln's soul seemed fresh from God," and James A. Edgeton, in a recent sketch sent out by the American Press, says:

> No man had more of the substance; none felt a greater faith in divine righteousness, justice, truth, mercy, and guidance.
>
> There were times when all who saw Lincoln felt that he was like one of the old prophets—that he was filled by sudden and overwhelming inspiration. His face at such moments seemed transfigured until its homely features grew beautiful, being suffused with a great inward light.
>
> Who can observe Lincoln's faith in God and the common people, his fealty to truth and justice, his unselfishness, his charity, his rectitude in the untried ways through which he had to walk and not feel his nearness to the Eternal? If the formal in religion did not appeal to him, neither did the formal in law nor in politics. He was utterly merciless in exposing shams. He was impatient with technicalities and went straight to the heart of a question. He was intellectually honest, which, after all, is necessary to any real spiritual advancement.
>
> Lincoln's tenderness for animals and many other points in his character suggest the most Christlike monk of the middle ages, St. Francis of Assisi. Francis was the preacher and exemplar of poverty, the friend and helper of the unfortunate, was noted for meekness and patience and gained undying fame by his kindness to animals.
>
> Schuyler Colfax stated that Lincoln had two ruling ideas—hatred of slavery and sympathy with the lowly and humble, whom he desired to lift up.

Colonel Henry Watterson said, at the time that the cabin, in which Lincoln was born, was at Louisville, to be returned to the farm from which it had been removed, for exhibition:

> He was inspired of God, for nowhere else could he have acquired that wisdom and virtue. Where did Shakespeare get his genius, Mozart his music? Who wrote the lyric of the Scotch peasant? As God raised up and inspired them, so did he Lincoln. When, a thousand years hence, the truth of history shall have left no room to doubt, no drama will be followed with deeper feeling than that which tells the story of his life and death. God laid his hands upon these rough hewn logs, and they brought forth a nation's hero.

If there was much in the life of Lincoln to be studied by lawyers and clergymen, there is much more that will be found useful, instructive and inspiring to the editors of American newspapers, that go to all the homes of the American people, and serve every citizen, and every interest from the lowliest to the highest. The first distinguishing characteristic of Lincoln as a boy, and that remained with him throughout life, was not only his desire to know, but thoroughly to understand and then clearly and pleasingly to impart the truth, and his understanding thereof, to others. He was a great relator of anecdotes, but his stories, like the parables of old, were not for the pleasure in telling or in the hearing by others, but to illustrate and enforce some truth or moral or to settle a dispute or save a difficult situation.

During all his career from boy to President and through all the honors and burdens of that position, is to be noted, the high value that he placed on all the little affairs, all the common things of life and the common people, whom he said God loved because he made so many of them. All that he read was made interesting and dear because through it all, he saw the relation that it bore to humanity, to the common human life. It is said that one of the first books that Lincoln ever read was a volume of the "Statutes of Indiana," and while the statement of his biographers, that he devoured the contents with as much zest as most boys read Robinson Crusoe, has been questioned, we see no impossibility in the matter at all, for back of every enactment his mind saw the people, the men, women and children to be affected or governed thereby. It is this great, broad sympathy, this clearness of discernment, this desire to know the whole truth and its interpretation, and to interpret the same to others, that American editors should study. Like the first great editor in this country, Benjamin Franklin, what he read he tried not only thoroughly to digest and understand, but to reproduce. He in this way acquired a clearness of style, a strength and beauty of expression that was extolled and placed above anything possible to himself by one of the most learned collegians, scholars, and finished writers and orators of his day, Edward Everett. As editors are, in an important sense, the advocates of the people, all that was notable and worthy of Abraham Lincoln as a lawyer is worthy of the editor's study. There has been a revival of higher ideals during the past decade and the newspapers of America owe it to themselves and to the country to see to it, that so far as it rests within the power of the press, the general and patriotic observance and celebration of Lincoln's Centennial Anniversary should be made wide as possible for the forwarding of this needed revival and the advancing of good citizenship which places useful service above money profit, and work for the common good above the thought of salaries, mercenary gain, or mere political position or power, all of which bring, in themselves, no substantial good, glory or honor, but, selfishly sought and used, are oftener a curse than a blessing or pleasure to individuals, besides bringing shame and calamity to children and to the country.

ABRAHAM LINCOLN

From painting by Prof. George B. Gardner, Art Dep't., Hillsdale, College, Mich.

THE NATIONAL EDITORIAL ASSOCIATION

TWENTY-FOURTH ANNUAL CONVENTION, SEATTLE, WASH., JULY 19-25, 1909—SIDE TRIPS TO TACOMA, VICTORIA AND ALASKA—MEETING OF THE EXECUTIVE COMMITTEE AT KANSAS CITY.

THE Annual Meeting of the Executive Committee of the National Editorial Association was called to order at 12 o'clock M., Feb. 3rd, in the Baltimore Hotel, Kansas City—President Will H. Mayes in the chair. In the absence of the Recording Secretary, R. H. Thomas, Jr., *Journal,* Mechanicsburg, Pa., was, on motion of Past-President B. B. Herbert, chosen secretary pro tem.

The roll call showed the following members present:—President, W. H. Mayes, *Bulletin,* Brownwood, Texas; Second Vice-President, R. E. Dowdell, *Advocate,* Artesian S. D.; Third Vice-President, F. P. Hall, *Journal,* Jamestown, N. Y.; Corresponding Secretary, W. F. Parrott, *Reporter,* Waterloo, Iowa; Treasurer, Will Curtis, St. James, Minn.; Past-Presidents:—B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, Ill.; Walter Williams, Dean of the University of Missouri, School of Journalism, Columbia, Mo.; P. V. Collins, *Northwestern Agriculturist,* Minneapolis, Minn; John E. Junkin, *Bulletin,* Sterling, Kansas. Honorary Life Members:—R. M. White, *Ledger,* Mexico, Mo.; Will A. Steel, Seattle, Washington. State Executive Committeemen:—Indiana—Will E. Beeson, *Journal,* Winchester; Iowa, State—E. F. Medary, *Democrat,* Waukon; Kansas State—Sheridan Ploughe, *Independent,* Hutchinson; Kansas, Southwest—W.M. Glenn, Greeley Co. *Republican,* Tribune; Kansas, Northwest—W. L. Chambers, *Record,* Stonton; Kentucky—R. R. Perry, *Sun-Sentinel,* Winchester; Michigan—L. A. Sherman, *Daily Times,* Port Huron; Minnesota, State—H. C. Miller, *Free Press,* St. Peter; Minnesota Home Print Association—W. R. Hodges, *Herald,* Sleepy Eye; Missouri, State—Homer D. Gray, Sturgeon, Mo.; Missouri, Northwest—Wes L. Robertson, Galatin; Missouri. Northeast—J. W. Jacksen, Montgomery; Missouri, Southwest—Ben F. Wood, *Tribune,* Laredo; Nebraska, State—L. A. Varner, *Sun* Sterling; Pennsylvania—R. H. Thomas Jr., *Journal,* Mechanicsburg; South Dakota, State Press—R. E. Dowdell, *Advocate,* Artesian; Texas—J. P. Chambless, *Daiy News,* Ennis; Washington—W. A. Steel, *Nome Daily News,* Seattle.

President Mayes stated that the first business of the meeting would be the considering and acting upon the question of the next place of meeting, under the resoution adopted at the St. Paul Convention, leaving a change from the place selected, Seattle, Wash., if any lack of suitable arrangements made such a change, in the view of the committee, desirable. Mr. W. A. Steel made a full statement as to arrangements of entertainments, excursions and meetings at Seattle, as follows:

PROPOSED ENTERTAINMENT FOR MEMBERS OF THE NATIONAL EDITORIAL ASSOCIATION.

MONDAY, July 19—10 A. M. to 12 M.—Business Session.
2 P. M. to 4 P. M.—Automobile ride about city.
8 P. M. to 11 P. M.—Theatre Entertainment.
TUESDAY—10 A. M. to 12 P. M.—Business Session.
2 P. M. to 6 P. M.—Boat ride to Navy Yard and inspection.
8 P. M. to 11 P. M.—Reception and Entertainment.
WEDNESDAY—10 A. M. to 12 P. M.—Business Session.
1 P. M. to 6 P. M.—Viewing the Exposition.
6 P. M. to 8 P. M.—Dinner at Exposition Grounds.
8 P. M. to 11 P. M.—Visiting attractions on "Pay Streak."
THURSDAY—10 A. M. to 12 P. M.—Business Session.
2 to 5 P. M.—Closing Business Session of Convention.
8 P. M. to 11 P. M.—Press Club Smoker.
FRIDAY—9 A. M.—Take steamer for Tacoma.
Automobile ride about city.
Luncheon at Point Defiance Park.
Ride on railroad toward Paradise Valley, to view glaciers, mountains, canyons, waterfalls and forests.
Dinner at Tacom and return to Seattle in evening.
SATURDAY, July 24—S. E. and S. W. Alaska 20-day Excursion, Alaska Steamship Co.
8:30 A. M.—Those not going in the Alaska trip, take steamer for Victoria.
Automobile ride around this quaint English city.
Dinner at Victoria, on return from moonlight excursion, arrive at Seattle, 10 P. M.

Mr. Sinchfield of Chattanooga, Tenn., presented an invitation, from the Mayor and Council, the Commercial Club and other civic bodies, for the holding of the 1909 Convention in that city. He fully set forth the historic and other attractions, and spoke of the wonderful improvements that had been made, the entertainments and excursions that would be given and of the wonderful scenery to be viewed. He was ably sconded by representative railroad men of the South.

Secretary W. F. Parrott made a full statement of conditions and urged the importance of thorough consideration.

WILL A. STEEL,
Who represented Seattle and won the convention.

The Committee then went into executive session and, after thoroughly canvassing the subject, decided in favor of leaving the place of meeting at Seattle, as had been voted at the Convention.

Past-President Walter Williams offered the following resolution which was duly seconded and adopted. Resolved, That the Executive Committee formally select Seattle as the place for the 1909 Convention, and that the Corresponding Secretary be instructeed to make all necessary arrangements. The Committee then adjourned until 5 P. M.

During the recess the members were tendered a complimentary banquet by the Kansas City Commercial Club and an automobile ride over the splendid boulevards of the city that

have been constructed at a cost of $8,500,000. Both the banquet and the ride were greatly enjoyed. At the banquet there were a numbr of addresses made that showed how highly Kansas City had come to be prized. The day before, the members had attended a meeting of the Kansas State Editorial Association and a banquet tendered by Arthur Capper, proprietor of the *State Capital* at Topeka, an account of which is given on another page.

At 5 P. M., the committee again assembled at the Baltimore Hotel.

After a thorough discussion, Mr. Dowdell, of South Dakota, moved that Monday, July 19th, at 10 A. M., be fixed as the date for opening the Twenty-fourth Annual Convention. The motion was duly seconded and carried by a unanimous vote.

Mr. W. A. Steel reported from the Committee on Increasing Revenues, appointed at the St. Paul meeting. Under motion duly seconded and carried, it was resolved that each person accompanying a delegate be assessed $4.00.

Upon motion, the following resolution, prepared by committee duly appointed, was adopted by unanimous vote:

RESOLUTION OF THANKS.

The Executive Committee of the National Editorial Association, after a most pleasant meeting in Kansas City and visit to Topeka, wishes to return its thanks to those who have so generously contributed to the success and the pleasure of the meeting. We enjoyed the hospitality of the Kansas Editorial Association and the citizens of Topeka, and especially that of Mr. Arthur Capper of the Topeka *Capital*, and cannot express in words our appreciation of all the favors extended us. Our stay today in Kansas City has been made one of unusual pleasure through the courtises shown us by the Commercial Club of the city, and we were especially delighted at the evidence of growth and prosperity in this remarkably progressive city as seen on our ride through its beautiful parks and magnificent boulevards. We wish to hereby give an expression of our appreciation to all those who have contributed to make this the most pleasant two days' session yet enjoyed by this committee. Topeka and Kansas City will always be held in fondest recollection.

B. B. Herbert,
W. F. Parrott,
Committee.

It was moved and carried that the President be asked and authorized to arrange the literary and business program and that the members of the Executive Committee, from all the affiliated associations, be requested to encourage and aid the President in this work by suggesting subjects, names, and as to business matters that should be brought before the Convention for consideration and action.

Engraving by courtesy of Gatchel & Manning, Illustrators and Engravers, N. E. Cor. 6th and Chestnut Sts., Philadelphia

ANOTHER EDITOR PASSES AWAY

FIFTY-FOUR YEARS WITH THE EVENING WISCONSIN.

IN the death of A. J. Aikens, on the morning of January 22nd, the newspaper press of this Nation lost one of its most useful members. He was a man of universal sympathy and took an active part in the development of his city and State. Away back in 1863, he did a real service to the newspapers of the middle West, that were then largely printed on hand presses, by originating the plan of ready prints, the printing of one side of newspapers at a central office and the other side at the place of publication. In those days of little telegraph and of very slow mail service, and of few dailies, it enabled the printing of much better papers, filled with general news, the record of all important events and well-selected miscellany, than could otherwise have been possible, even had facilities for press work been adequate. His life, studies and character are of value to newspaper makers. He was a lover of Nature as well as of men and a great reader of books. He kept himself young by out-door recreation, fishing and hunting. He was especially fond of astronomy and of general history and particularly interested in mechanics, physics and natural history. He studied birds and fishes and knew of them from books as well as from observation. He was early brought into contact with men of ability and noble hearts—an association especially valuable to a newspaper man. He was gentle and kindly in his bearing, thoughtful and retiring as against any self-asserting obtrusiveness. His universal sympathy made to him a life of service natural and happy. The great paper with which he was so long connected, showed the benefits that came from his character and from his work for which he had early and most helpful training.

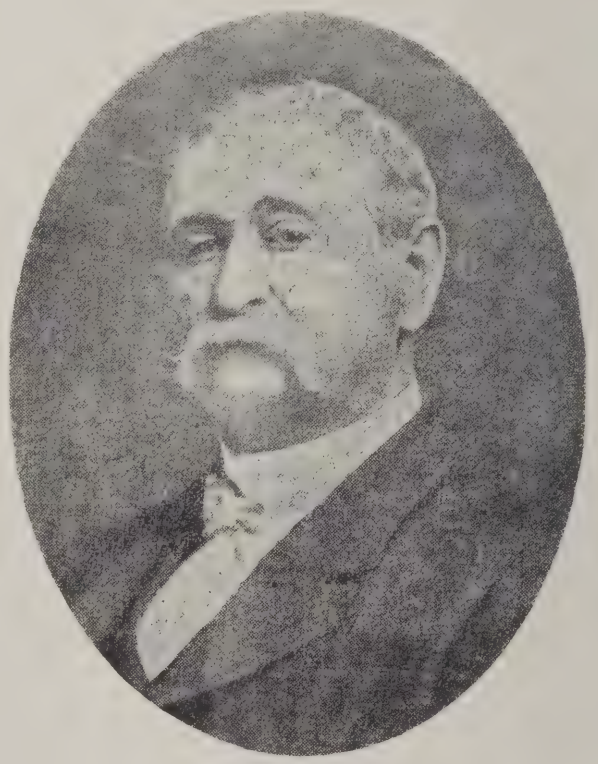
For all these reasons the following sketch of his life that appeared in the *Evening Wisconsin*, the evening after his decease, will prove of interest and profit to all our readers:

Andrew Jackson Aikins was born at Barnard, Vt., October 31, 1828. His paternal ancestors were Scotch, from Montrose, who settled in Massachusetts in 1660, and on his mother's side he was descended from John Howland, the last survivor of those who came over in the Mayflower. He left the high school at the age of 15 years, and served an apprenticeship in a printing office, rising to the position of editor. He afterwards edited a weekly paper at Bennington, Vt., and later a weekly at North Adams, Mass. From North Adams he went to Boston, where he became a reporter in the legislature, and served as proofreader in the state printing office. He took an active interest in politics and his ability as an organizer and campaign speaker was recognized by his selection as a delegate from Massachusetts to the Free Soil National Convention at Pittsburg, in 1852, which nominated John P. Hale for president. His adherence to the Republican party had always been steadfast, and he remained a vigorous advocate of its principles until his death.

Going from Boston to New York, he was engaged upon the New York *Evening Post* in 1853, and was sent to the western states as a special correspondent. He visited Milwaukee in the spring of 1854, settled here in the early summer, and soon after became connected with the *Evening Wisconsin*, with the late William E. Cramer. On the 1st of January, 1857, he assumed the business management of the newspaper and printing department, and later was admitted to partnership in the firm. Mr. Aikens was a man of broad culture, thoroughly familiar through daily reading with the books of his private library, which consisted of several thousand volumes. Although advanced in years he was in daily attendance at his office up to within a comparatively few days of his death.

The method of printing newspapers on one side at a central office and on the other side at the office of publication (commonly called "patent insides") originated with Mr. Aikens in 1863. Mr. Aikens' improvement upon the English method of printing auxiliary newspapers consisted in the addition to the general news of the paper of a page for general advertisers; the compensation for this advertising partly, and sometimes wholly, paying for the cost of the white paper to the publisher. The firm began the publication of the "patent insides" with advertisements in 1864, being the pioneer house in the business. There are now more than 10,000 papers printed upon this plan in the United States—more than one-half of the weekly newspapers—at a saving of millions of dollars. Mr. Aikens founded the Newspaper Unions at Chicago, New York, Cincinnati, Nashville, Atlanta and Memphis.

For three years previous to his assumption of the business management of the *Evening Wisconsin*, Mr. Aikens was city and commercial editor of the chamber of commerce and published for three years a compilation of the statistics of the



A. J. AIKENS, Deceased.

trade and commerce of Milwaukee. Mr. Aikens was a charter member of the Milwaukee club, which was organized in his business office. He was also one of the oldest members of the Chicago club, and a member of the Milwaukee Press club. He was connected with the Associated Press as an officer and adviser from its organization.

In his youth Mr. Aikens had a varied experience which tended to broaden his knowledge and impart confidence in his own powers at an early age. His occupations brought him into association with interesting and notable men. Before leaving Vermont he had formed the acquaintance of the poet Eastman, whose writings at that time were widely admired. As proof reader at the state house in Boston he carried through the press the reports of the constitutional convention of Massachusetts and came into daily personal contact with the members of that distinguished body. He preserved pleasant recollections of Rufus Choate and of Charles Sumner, the latter of

whom was afterward, on the occasion of a lecture engagement here, a guest at his residence in Milwaukee.

As a reader Mr. Aikens was omnivorous. Among the subjects which fired his mind were astronomy and general history. He was particularly fond of histories of the Puritans. Poetry was also interesting to him, and he was strikingly familiar with the scriptures. His extensive library grew up around a stock of well-selected volumes purchased when he was a boy, which had for him associations that made him prize them far above later editions of the same works printed and bound in much more pretentious style.

Business engrossed his time in his later years, but when occasion demanded he possessed the art of clear and forcible writing. Letters in which he described his journeyings in Europe in 1874 and 1877 appeared in the *Evening Wisconsin* and attracted much attention.

Those who knew him will never forget the charm of his personality. His mind was stored with information, he warmed with enthusiasm in company, and no matter what subject came up in conversation, he could usually add to it something of interest.

The *Evening Wisconsin* said, editorially, of Mr. Aikens, giving a brief resume of his life as follows:

He had been associated with the publication of the *Evening Wisconsin* in different capacities for nearly fifty-five years, and for forty years had held a proprietary interest. Though eighty years of age on the 31st day of October last, he remained active till the end, and the paralytic stroke on the afternoon of Tuesday, the 12th inst., which has finally proved fatal, came after an arduous day's work, while he was in his office.

Mr. Aikens notably illustrated in his personal character traits which have made Vermonters and Scotsmen conspicuous wherever they have gone. He had a practical knowledge of the newspaper business in all its departments. He was enterprising and energetic in a remarkable degree. A young man when he arrived at Milwaukee, he quickly gained recognition as fertile in ideas and indefatigable in bringing them to a realization.

His connection with the *Evening Wisconsin* began on the day after the destruction of its office in the fire of August, 1854, still remembered by old settlers. He made himself invaluable assisting the late William E. Cramer in the restoration of order out of chaos. He had come to the city with no expectation of remaining, but accepted an invitation to take charge of the department of city news. When the Board of Trade was organized he became its first secretary, holding the position for three years, but not relinquishing his newspaper work. His idea which led to the establishment of the "ready prints" wrought a revolution in the business of publishing country newspapers.

Mr. Aikens was one of the pioneer members of the Associated Press and was well known among newspaper men throughout the country. He was for many years active in the social life of the city and was one of the founders of the Milwaukee club, the first organization if its kind in Milwaukee.

Those who knew him will remember him as a man of alert intelligence, strong will, tremendous energy, strict integrity, and a heart kind and generous to a degree that is rare among men.

Our young men and students in newspaper-making should be encouraged to study the lives of workers in this important calling. It has been said by some that a special training is not necessary to a newspaper editor and publisher, but the study of the lives of such men will show that those who have attained success enjoyed thorough training and their minds were enriched by broad, deep study.

LITTLE TALKS ON ADVERTISING

BY ARTHUR CAPPER OF THE TOPEKA, KANSAS, STATE CAPITAL

There was a gentleman in Darkest Missouri struggling homeward in the pale moonlight on the night before Christmas. Over his shoulder was a gigantic turkey. As the outraged fowl made vain efforts to free himself his captor said:

"Lookee hyar! Wot's de use ob yo' all kickin'? Among such a large cullu'd population yo' ought to know dat it am only a question ob which nigger gets yo'!"

I opine that advertising to the modern business man is not merely a question of "which nigger gits yo'." Neither is it a matter of philanthropy on the part of the benevolent publisher. It's a matter of business wih you, cold, hard, dollars-and-cents business, and the man who advertises in any other way or for any other reason, is not wise.

The retail merchant has on his shelves and in his storerooms goods which he has placed there in the confident expectation that his public will buy them—after they know that he has them for sale. Being a sane business man he does not expect the public to get out a search warrant to find them.

He wants therefore, to let the public know that he has the articles for sale; he wants to persuade the public that it needs the articles and he wants to induce the public to come and see the articles.

He has found from experience that advertising is one of the best methods of accomplishing his purpose—an economical, safe and sure method if rightly employed; an expensive, uncertain and dangerous method if used unwisely.

When he is confronted by the advertising solicitor, then, the question is not whether the solicitor needs the business or the publisher the money; it is not whether the publisher is the embodiment of benevolence; it is solely whether or not the solicitor offers space that the business man can use to advantage at the rate asked.

And that ought not to be a difficult question for the business man of average intelligence to decide. Let him ask himself this:

What means shall I employ to reach the people whose patronage I am seeking, the salient facts about my business? What proposition can I make them that will most readily loosen the padlocks of their pockets? What inducement can I offer to compel them to come into my place of business and meet me face to face? What advertising medium will carry my message to the largest number of possible customers at the least possible expense per customer.

If the merchant asks himself these questions and answers them judiciously he will have little difficulty in deciding upon the many advertising propositions submitted to him. The intelligent solicitor will be a welcome visitor in his private office, because the live merchant who is reaching out for trade is just as anxious to find means of increasing his business as the publisher is anxious to sell space.

But it will be a little tough on the lad who bases his plea for business on the whine that "you're giving it to the other fellow."

If a Topeka *Capital* man comes into your office or shop with that sort of plea, I hope you'll drop him out of the window, or at least, assist him—as gently as your feelings will allow—to the front door.

AS NECESSARY AS THE HOME PAPER.

OFFICE OF THE REPUBLIC.

BERESFORD, S. D., Jan. 4, 1909.

National Printer-Journalist, Chicago, Ill.

Enclosed I hand you $2, for which please send the N. P.-J.; would as soon think of advising a customer to get along without his home paper as to think of trying to run a print-shop without the NATIONAL PRINTER-JOURNALIST.

Respectfully, H. A. STURGES.

BANQUET IN NEW STATE CAPITAL BUILDING

AT TOPEKA KANSAS, BY ARTHUR CAPPER.

MEMBERS OF THE EXECUTIVE COMMITTEE OF THE NATIONAL EDITORIAL ASSOCIATION AND OF THE KANSAS STATE PRESS ASSOCIATION.

REMARKABLE and vastly gratifying has been the growth of the Topeka, Kansas, *State Capital* and of publications connected therewith, under the direction and ownership of Arthur Capper, who commenced less than 25 years ago, as a printer at the case, in that State and city of recent wonderful growth and enrichment. We cannot now, but hope at an early day, to tell the interesting story of the building up the business with such unparalleled success and the why.

Mr. Capper now has five publications housed in the splendid new structure, erected to accommodate them and an extensive job printing business. We will, later, give an illustration of the building and expect to give a full description of its arrangement. Mr. Capper has just installed a new Cottrell Magazine Press at the cost of $30,000, and a Goss Newspaper Press with the capacity of fifty thousand complete newspapers per hour, folded and counted, at a cost of $50,000. This much will indicate that there is something to tell, but this month we have to do only with the banquet given by this remarkably successful publisher, to his fellow newspaper workers in and outside of Kansas. Mr. Capper's five papers are:

	Circulation.
Topeka Daily Capital	27,000
Kansas Weekly Capital	52,500
Farmers Mail and Breeze	79,000
Missouri Valley Farmer	210,000
The Household	300,000

The business office is on the first floor and accommodates nearly one hundred employes in the business department, advertising managers, clerks, bookkeepers, stenographers, cashiers, ladies in charge of subscription lists, etc., etc. This room was cleared of desks and transformed into an elegant banquet room, seating three hundred and fifty guests. The tables were tastefully arranged, and together with the room trimmed and decorated with flowers, flags and bunting—the electric lights were abundant and of the brightest. The scene was enchanting, as the bright, intellectual, high-browed editors of Kansas and their beautiful wives, together with the visitors, took their seats for the enjoyment of the feast and the flow of jest, wit, humor, and eloquence that followed, interspersed with songs, for four and one-half hours.

Everybody loves Mr. Capper, the editors had elected him President of the Kansas Press Association by unanimous vote, and his worthy competitor, of the Topeka *State Journal*, was there in person to say kind words of congratulation and tell the story and so well did he acquit himself in regard to the latter, that we are saved from the effort of writing out the account for the National Printer-Journalist. We take the story of the banquet from the *Journal's* account, with a few brief quotations from the *Capital*, as follows:

T. A. McNeal, dean of the toastmaster's department, presented the speakers. Before the evening was over he was referred to as Mr. Roastmaster, but it was all in the game, so to speak, and only added to the enjoyment of the occasion.

One of the many features of the banquet was the singing by the famous Modocs, of Topeka. This organization was in excellent vocal condition, and the songs sung during the evening gave many visitors their first opportunity to hear the club.

John McDonald, editor af the *Western School Journal*, Topeka, led off with a characteristic toast. He was in no danger of getting out of breath at any time, as prolonged laughter at frequent intervals gave him plenty of time to rest.

"I came for inspiration," he said, "but if I keep talking I may get perspiration.

WHEN KANSAS WAS A CINDERELLA.

"Once upon a time Kansas was the Cinderilla of the sisterhood of states. Her sister states looked down upon her, but Kansas has married the Prince of Prosperity, and now they all look up to her. Once we were down in the valley of humiliation, but Solomon in all his glory was not arrayed like we are at the present time, and the end is not yet.

"Kansas is better known today across the seas than any of the other states except six, and I know whereof I speak. Kansas is being talked of in London tonight—our sister, Carrie Nation, is there. Kansas has no respect for precedent or tradition, but we go on just the same. She is the laboratory of the United States, and performs her own experiments."

Senator J. L. Bristow prefaced his remarks on the "Relation of the Newspaper to the Politican," by discussing railroad capitalization and rates.

"I, and you gentlemen believe with me in these matters, have no desire to injure railroads, but only to prevent the evils which have grown up and aroused the people, which ought to be righted," he said. "While I admire railroad attorneys for their loyalty to their clients, yet I believe it the duty of a man who represents the American people to be as faithful to his clients as the railroad attorneys are to theirs.

"Newspapers constitute the strongest influence in moulding public thought that there is in civilized government, but a paper not intelligently edited cannot command the attention of thoughtful people. I am proud of the newspapers of Kansas. The independent press of the United States is the hope of this country. During the last 10 years there has been a greater moral awakening than in any other decade in history, and behind it is the press."

"One of the most noted guests at the banquet was Benjamin B. Herbert, founder of the National Editorial Association and editor of the official paper, the National Printer-Journalist, of Chicago, who spoke on "The Service of the Newspaper to the State and City."

"There is much that is news outside of accidents and crimes," said Mr. Herbert. "The great idea of a newspaper should be to look into all events and interpret them correctly. The greatest thing in running a newspaper is to have the right kind of heart, to aim to help others. There is not a word printed in a paper but what lives forever. We have the grandest calling ever given."

"Mr. Herbert complimented Mr. Capper on his new building and said that he viewed it with great pride, not from the standpoint of dollars and cents, but as a monument to the newspaper profession in Kansas. Mr. Herbert is an interesting speaker with a voice much younger than his years.

A number of interesting reminiscences concerning the early days of Kansas newspaper men were told by Charles S. Gleed, of Kansas City.

"I stood with Major J. K. Hudson when the first *Capital* was taken from the Press," he said. "I gave Arthur Capper the first item he ever wrote in this town which was something like 'Dr. Roby has returned.'

"The main difference between those days and the present ones is that the old men were fighters in a sense that the new men are not. They fought with gun and sword, but worst with the pen. The problems that men have to solve today are complex, difficult ones. They must be solved just as we solved a hard puzzle in school days. Settle down to careful, patient, reasonable solutions of the problems presented to you. Be for or against everything, red hot."

MR. MACLENNAN CALLED UPON.

Frank P. MacLennan, of the *State Journal,* being informally called upon, congratulated Arthur Capper upon the fine building which houses his many newspapers and printing and engraving establishment, saying that he was proud of the edifice also, that he considered the structure one of the monuments to the growth and progress of his own calling to which he had devoted the greater part of his life and expected to devote the remainder of his days. "Mr. Capper and I," said he, "have been in the same, the newspaper business, in this city for more than twenty years and in that time we have stood on common ground for the welfare of our town and state. We have not always, to be sure, agreed upon statements of circulation, or advertising rates, but our differences have generally been immaterial and unimportant ones, our harmonies essential and important; we have both always agreed that we live in and work for the best city in the best state in the Union." He disagreed with Senator Bristow, who had stated that he feared the advent of displayed political advertising in the newspaper would lower the standards of the business. The speaker declared that in his opinion "the primary law which had elevated politics, would also elevate political advertising; the reader knowing by its very nature that the advertising was paid for. Formerly the principal amount of political advertising was done through the editorial and news columns of the papers, and oftimes the reader must have been in doubt as to whether the editorial expressions were the honest sentiments of the newspaper, or were in the case of suspected papers, the paid advocacy of candidates; under the new plan all candidates have an equal show. The fair newspaper will hardly dare deny its space to reputable candidates who present their cases in a proper manner whatever stand the paper may take editorially."

Fred Vandegrift told one litlte story when pressed into service by Mr. McNeal, of a Methodist presiding elder, who after he had delivered a three hour discourse on the prophets dropped the interrogation, "What shall we do with Malachi?" when he was greeted by the following remark from one of the audience: "He can have my place, for I am going to dinner."

R. E. Dowdell of the Artesia, S. D., *Advocate,* made some impromptu remarks on current issues, but was just a little shy of a correct application when it came to Kansas. He almost started some heated railroad discussions.

W. F. Parrott of the Waterloo, Ia., *Reporter,* complimented the Kansas Association, told a little about the National Association and related some incidents of Iowa journalistic life.

W. A. Steel of the Nome *News,* Seatle, Wash., made a short talk in which he told the Kansasans that he was trying to secure the national convention for his town this year, but that he was not confident of ultimate success.

Walter Williams of the Missouri University School of Journalism was pressed into service by the toastmaster and responded all right, all right, but much to the latter's regret. Mr. Williams is a wit of the highest type and is an equal for Mr. McNeal.

Thomas Rees, publisher and proprietor of the Springfield, Ill., *Register,* spoke for a short time and Mr. Capper was congratulated on his building. Mr. Rees started throwing carnations at the host and succeeded in getting all of the banquetters to follow.

N. H. Loomis took a minute of the program to make a statement in the defense of the railroad. The slams on the roads by Bristow and Mr. Dowdell of South Dakota, Mr. Loomis thought misleading.

Mr. Capper made a short address in which he thanked the delegates for his selection as pesident of the association. He also thanked the delegates for the interest they had taken

Arthur Capper, Topeka, Kanass, State Capital

in the banquet and in his new building. As the host of the evening, his remarks received prolonged applause.

Mr. Capper said:

"I have been overwhelmed with congratulations from our visitors on this beautiful newspaper home and the grand success which has come to us and I want you to know what has made it all possible. I claim no great honor or praise myself for what has been accomplished, but I say to you that you cannot give too much credit and glory to the splendid army of men and women—now nearly 400 in number—who are employed in the making of the newspapers issued from this building. I say without hesitation that the greatest factor in the success of my business has been the ability and loyalty of these people—people who love their work and who work as if they owned the business. It is this beautiful conscientious service, this cordial and earnest co-operation, the value of which cannot be measured by dollars and cents, which has been the most potent factor in the development of these publications. There can be no real or permanent success in any business enterprise without mutual confidence and in this big office more than any other in Topeka I believe you will find employer and employees like members of one big family.

"There are no doubt larger newspaper buildings, there are offices with larger presses and better and more complete newspaper equipment, and more elaborate facilities for news gathering, but no where in all this wide world, I assert, will

Continued on Page 126

WILLIAM OSMAN DECEASED.

(Continued from Page 113)

and along the creeks during the day while at night by the fire-light of the pine-knot he studied his spelling-book.

At thirteen he went to Harrisburg as apprentice to a printer; but the man to whom he was indentured proving a cruel master who misused his boys, he betook himself to another printer of the same city, one Jacöb Baab, then state printer to the legislature. Here the spoken German tongue familiar to him at home, became equally familiar as a written language, the laws being then printed in both English and German, and the apprentice's work being on the German side. He never thereafter neglected his German which was always to him a working language and a keen intellectual pleasure; and in all his subsequent years he frequently spent many hours reading the best German classic authors in their own tongue, the poet Heinrich Heine being a special favorite with him.

On concluding his apprentice years, he went to Gettysburg College for a term or so of study, and then went to Philadelphia to obtain work as a journeyman printer. While in the Quaker City he was employed chiefly by the famous type foundry of McKellar, Smiths & Jordan, one of the historic foundries of the country.

It was while he was living in Harrisburg that in 1840 William Osman was asked to come West to take a position as printer in the office of the *Illinois Free Trader,* which had but recently been established by John Hise and George Weaver, two young men whom he had known as fellow apprentices in Harrisburg, and who had come to Illinois in 1838 or 1839. The West was then drawing to herself much of the best blood of the East, and he accepted the call. Leaving Harrisburg behind him, he crossed his ancestral State of New Jersey to New York and started for the West via the Hudson River. Arriving at Albany he transferred himself and his effects to the new railroad then built as far West, we believe, as Syracuse, where he changed to an Erie Canal packet to Buffalo. This part of the journey he often referred to in later years as one of the most delightful experiences of his life. The weather in mid-summer was ideal, the scenery interesting, and his fellow passengers, both ladies and gentlemen, most congenial. A lake steamer then brought him to Chicago, where he found a Frink & Walker stage that brought him to Ottawa, the latter conveyance landing him at the Mansion House hotel, then standing on the corner of Main and Court Streets. The date was August 1 (or thereabouts) and election day; and true to his hereditary political principles, he promptly exercised his manhood suffrage, and cast his first vote for the Martin Van Buren electors. His cash resources on dismounting from the stage were 10 cents.

He went to work at once as a compositor; had his turn with the fever and ague that made life a burden to many in Illinois in those days when the settlers were breaking up the rich soil of the prairies; he hunted and he fished and made his friends among the fine young fellows who in those days were building up this great country of La Salle both physically and politically and making it by virtue of their merit, one of the preponderant counties of the State.

He was enrolled in the company commanded by the late T. Lyle Dickey and at the rendezvous at Alton in the spring of 1847 the company became part of the First Regiment of Illinois Volunteers, commanded by Col. John J. Hardin, who was killed at Buena Vista, by Mexican stragglers who were hiding in a dry water course after the battle was over. Hardin was one of the most brilliant and promising young men of his time in Illinois, and his friend, William Osman, always felt that had Hardin returned from Mexico, he would have become one of the leading men of the State.

It was during the period of the Saltillo occupation that William Osman and his younger brother, Moses, who also was a printer and had come to Ottawa to "set type" in the *Free Trader* office, and who had joined his brother in the army—published a paper for the army called the *Picket Guard.* In those days Uncle Sam's mail service to his soldiers in Mexico was confined strictly to letters, the cost of newspaper transportation being prohibitive, Gen. Wool being the only man in the army who received any. In consequence, the news the soldiers had of the other operations of the war was exceedingly limited and uncertain, coming a long way around "Robin Hood's barn," by letter from the States. Having discovered in his movements through the city an abandoned Spanish printing office, William Osman conceived the idea of printing a weekly paper for a soldiers' benefit; and obtaining Gen. Wool's consent thereto and being supplied by that considerate commander with his entire newspaper mail, the two brothers, with the help of another printer, detailed by Wool to help them, the *Picket Guard* appeared.

It was a folio sheet, with pages about 9 x 12 inches, and contained news of the operations in other parts of Mexico, some political news from the States and some of the printable jokes of the soldiers. It sold "like hot cakes;" and never an issue appeared of which a sufficient number could be printed, because the paper could not be obtained, or because of the physical impossibility of producing the copies on a hand-press which would print but two pages at one impression. Eight numbers were issued in all; and the profits far exceeded the entire pay of the year for both, including all allowances.

This year in Mexico was one of the dear recollections of William Osman's life. It was a veritable "picnic"—that was the word he always used. Some of the dearest and most lasting of his friendships, though originating mainly in Ottawa, were cemented and deepened by this year's experience together under the blanket of the soldier; and the memory of that year was always a peculiar pleasure to him.

Returning to Illinois after the war, the brothers took possession of the *Free Trader,* which by that time had become the Ottawa *Free Trader,* John Hise retiring to his farm.

For the legislative session of 1852 William Osman was elected enrolling and engrossing clerk of the house, his friend, R. E. Goodell being Secretary of the Senate. Here he met on familiar terms all the great men in Illinois politics during a most momentous period of the nation's history. He knew well Abraham Lincoln, who, with many others, then made the clerk's office a convenient lounging place, because it was always open house there when hotels were not entirely adequate. John A. Logan, then a young and fiery Democrat from Egypt, was, we believe, an employe of the office, while Burton C. Cook, John M. Palmer, Norman Judd and many others were members of the house or senate when the West was getting ready with the rest of the Nation to make history.

After this session he went to Washington to take a clerkship in the general land office. Here, by introduction of Stephen A. Douglas, a fast friend for many years, he met Hon John ("Long John") Wentworth, then publisher of the Chicago *Democrat* (afterward merged in the Chicago *Tribune*), who pursuaded him to come West and become his editor. He did so, buying a residence on the west side of the present Fifth Avenue, Chicago, about three doors north of Washington Street.

The work was strenuous. There were but two of them, his assistant being the late Joseph Forrest, for more than forty years one of the best known newspaper men of Chicago. There was some little telegraphic news which the editor-in-chief edited amid the nightly leisure available after writing column after column of editorial and selecting other matter to fill the great folio pages; while Forrest collected the market news, walking from Twelfth and State Streets, to State

and Twenty-second Streets, the old Ulrich's Hotel, where the stockyards were then located, with the Rock Island tracks on the west.

After about a year, the work proving too exhausting and confining, William Osman resigned, and returning to Ottawa with his brother Moses, repurchased the *Free Trader*, which thereafter always remained in his possession.

As a citizen of Ottawa he was always interested in its growth and at one time was a considerable owner of its real estate in its business center. He and his brother built the old postoffice block now standing opposite the Clifton Hotel, where until 1865 he occupied the upper floor with his office. Other lots on Madison Street facing Court Street were built up by him; but for various causes not entirely due to himself, they passed out of his possession. He was not a money-maker, he never "chased the dollar;" money being to him only a means, not an end.

Late in the '60s, when the project to create a water power at Ottawa assumed definite shape by the vote of the people to issue bonds to the amount of $60,000, to be given to the late Col. W. H. Cushman, who had agreed to build the dams and otherwise finance the scheme, William Osman, then a member of the City Council, was delegated to make the presentation of the bonds to Mr. Cushman, which he did at the latter's home. Col. Cushman afterwards transferred his contract with the city to other parties, in whose hands the project became a failure; and so one of the greatest of Ottawa's opportunities was lost.

Later William Osman and the late Dr. J. O. Harris organized the Ottawa Building and Homestead Association of which they were the first president and secretary respectively. It would be hard to exaggerate the beneficent influence of that institution, which still exists.

After his retirement from the Council he never sought any elective office in Ottawa although he afterwards served the city as member of the Reddick's Library board for a number of years.

His experience as a churchman he has himself told in a paper read at the late semi-centennial celebration of the Congregational church of this city. The son of Christian parents, he was familiar from earliest boyhood with the Bible and the doctrines of the Christian church; nor does it appear that he was ever other than a pius man; much moved by the preaching of an evangelist in Ottawa, he joined the Congregational church and remained a consistent member until the partisanship of his fellow members, during the anti-slavery agitation of the '50's drove him from that congregation. His wife being an Episcopalian, he turned to that ancient communion and found there the church home of his heart; and there for more than fifty years he was a communicant and warden. His religious convictions were strong and were the guide of his daily life; but he was to all men and to all opinions tolerant to the last degree, yielding to others to the uttermost the same right of opinion that he asked for himself, and was broad enough to believe there are other roads than his own to man's assurance of peace with his God, which he himself found early and never thereafter lost.

His eulogy let others write. To his own, he leaves the sweet memory of a blameless, Christian husband and father who died in the fullness of life, at peace with his God and secure in the hope of the life everlasting.

"God accept him, Christ receive him."

At Manitowoc, Wis., the *Daily News* has installed a number of improvements in its plant, including a new press. It will also enlarge its news service.

C. A. Leicht, formerly of New Lisbon, Wis., will issue a paper at Marathon City, Wis., called the Marathon *Times*.

ITEMS OF INTEREST

The *Railway Record* is Chicago's newest paper devoted entirely to railroad news. It is a bright, sparkling publication, chock full of crisp items of interest to all the many railroad men in Chicago, and also containing the cream of the news, in this line of industry, throughout the country. The paper is edited by Martin T. Dunn, who is considered an authority on railroad news in the Western territory. He is assisted by a staff of writers. Particular attention is to be given to the roads in and about the city, "Greatest Chicago" being the motto of the publication.

The Galien, Mich., *Advocate* is no more. The village paper, for some time edited by R. J. Burch, has suspended publication, and the village is now without a weekly carrier of news. Mr. Burch takes up similar duties at Buchanan, and is busy disposing of the stock and fixtures of the Galien office. Of late years the *Advocate* has had many editors, and each in turn has left for other fields. The last issue was published last week.

Illumination is the name of a new magazine that will make its appearance in Chicago about the middle of February. The name indicates the field it will cover, for it will be devoted to everything that has to do with lights, fixtures and lighting from the Sun's Rays and the tallow candle to the present day wonderful flaming arc electric light, and incandescent gas lamps. It will take in every possible phase and corner of the field of lighting and will be original in a number of ways. H. B. Shontz a well known Chicago newspaper man, will be one of the publishers, and Wesley A. Stanger, formerly a daily newspaperman and now one of the best known trade paper men in the country, will be Editorial Director. The new magazine will maintain its general offices in the Monon Building, and although Mr. Stanger is at present editor of the *Office Outfitter*, and will retain his connection with that magizine, he will direct the work on *Illumination* with a vim and vigor, sure to make it a thoroughly high class proposition in every way. The first issue will contain some strong articles by men high up in the field, and on the whole will be a pacemaker in the realm of trade journalism. The cover design for the magazine is an especially striking one, and in its self tells the story of what the publication purports to be.

The building and plant of the Fairfield, Iowa, *Ledger*, were wrecked by fire December 2nd. Editor Junkin and wife were in Chicago and were called home by wire. The fire broke out at noon, while no one was in the building. Four pages of a sixteen-page paper were on the press for the last run. Editor Junkin writes: "I moved things out next morning, completed that edition, after drying the paper, getting it out Saturday. Haven't missed an issue; am now back in my own building, which has been patched up until spring. Then I will remodel it and have a good and commodious office. My loss was about $4,000. It was partially covered by insurance, and my loss was satisfactorily adjusted."

The entire ownership and editorial control of *Masonic* Tidings, a monthly paper of Wisconsin, published at Milwaukee now in its twenty-third year, has been purchased and passed into the hands of Ralph E. Perry, son of W. W. Perry, grand secretary of the Masonic bodies of the state, and for a year past joint owner and editor with Jacob Dreher, grand lecturer, under the name of the Masonic Tidings Publishing Company.

A man drunk on the egotism of ignorance should not add thereto the intoxication of drink.

BANQUET IN NEW STATE CAPITAL BUILDING.

Continued from Page 123

you find a newspaper family more loyal, more conscientious, more faithful.

"I am of course proud of this building; and fine newspaper homes and mamoth presses are greatly to be desired, but I need not say to you there must be something more than buildings and presses back of a great newspaper. There must first be character; character that means truthfulness, honesty, soundness of opinion, fidelity to right causes, judiciousness in utterance, fairness in the treatment of news, and honorableness in all the wide meaning of the word. I am proud of this building and I believe I have a right to be, but I want above everything else to achieve success along lines of the highest standards of journalism.

"I want no big building; I want no gerat printing presses, unless I can send forth from that building a newspaper that the best people of this state and this city can be proud of; a newspaper that shall render to the people of Kansas true and honest service, unwavering in determination to tell and teach the truth, and to expose wrong regardless of the sacrifice, uninfluenced by any consideration, save what conscience and right may dictate; and I pledge you an honest endeavor and the best that is in me to publish that type of newspaper.

"A good friend who is a member of this association said to me this morning after looking over our establishment very carefully: 'Capper, you have the foundation here for a wonderful business and you are going to make a great fortune in this building.' It is a laudable ambition to make money honestly and I, of course, hope for financial success, but I trust you will believe me when I say to you that I want to make something better and greater and more valuable than a fortune in this business. I want to make great newspapers; newspapers that shall stand out prominently as examples of the best of Kansas journalism; newspapers that are faithful to their trust; that shall command your cordial approval and merit your unqualified admiration and respect; newspapers that shall win their way by courage, plain speaking and fair dealing; newspapers that during this generation and for generations to come shall be the mightiest of all influences for the advancement and upbuilding of this, my native state—the state upon which all the world looks with admiration and wonder; the paradise of the west, the garden of the earth; marvelous in progress; wondrous in deeds; the most superb example of this magnificent age; with a record that ever grows brighter, and a future in which every Kansan Editor has boundless faith. It is a mighty and most inspiring work which we newspaper men of Kansas have to do, to be champions, the defenders, the protectors of this matchless commonwealth. And it is reward enough for me, it is reward enough for anyone, to have had a share in that splendid work; to have been an influence in that glorious achievement. This delightful occasion will always be one of the pleasantest memories of my life and an inspiration for progress toward the best attainable ideals in the splendid profession we have espoused. To me, the suggestion of this inspiring hour is a higher sense of responsibility and I shall try to meet that responsibility in the utmost good faith.

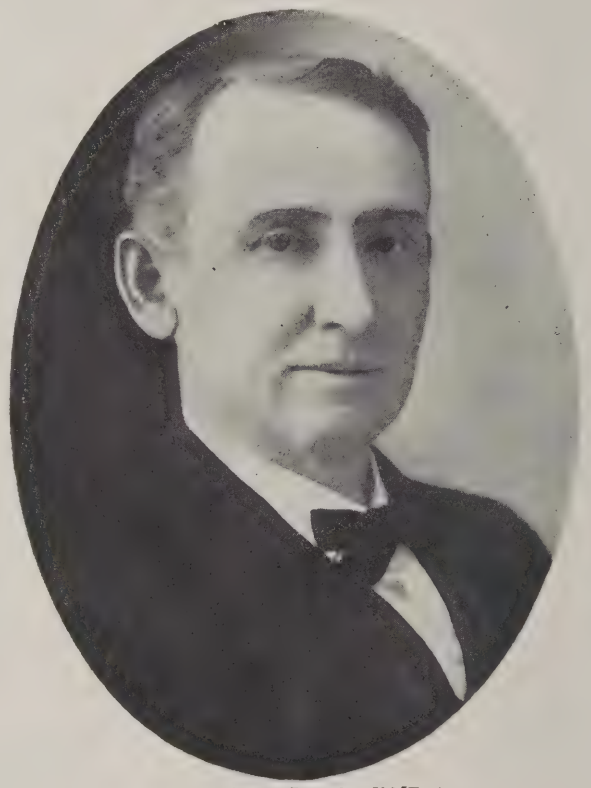
"I know you will join with me in the hope that this new home of ours shall never cease to be the temple in which progress, justice and fairness shall ever abide, inside as well as out, an institution that Topeka and Kansas will be proud of: always encouraging the making of this state and city a better place to live, and always standing for higher and richer and nobler things and for that which is right and clean and best in life."

An invitation from the students at the State Agricultural College at Manhattan requesting the editors and their wives to join the legislators in their excursions to the college was received with applause.

There were between twenty and thirty members of the national executive committee present at the banquet.

John E. Junkin, of Sterling, who has the distinction of being a Past-President of both the Kansas State and of the National Editorial Association, introduced the following resolution, which was adopted unanimously by a rising vote:

"Resolved, That the Kansas Editorial Association notes with approval the growth of schools of journalism and printing in Kansas and other States, as evidence of the rapidly increasing sentiment for better equipment for public service through professional and technical education. Kansas, as one of the pioneers of the movement, congratulates its sister



Will H. Mayes, President N. E. A.

State of Missouri upon its State University School of Journalism, under the leadership of our friend and brother, Dr. Walter Williams, who is present here tonight."

Mr. Capper was showered with flowers, at the suggestion of Mr. Thomas Rees of Springfield, Illinois, as having been the victor above all others in building up a great newspaper and publishing business and erecting a magnificent newspaper building, unsurpassed in any city of the United States of the size of Topeka, and given a unanimous vote of thanks, every guest making the vote emphatic, by rising and standing and joining in hearty cheers.

"The Lands of Taos" is the title of a beautifully illustrated pamphlet being distributed by the Denver & Rio Grande Railroad. The Taos Valley in New Mexico is the father of agriculture and the mother of irrigation, as it has the oldest farms and the first ditches in the United States, some of the lands having been cultivated in a crude way by Indians and Spaniards for over 400 years. However, the land is by no means worked out, and the country is fast settling up with progressive American farmers and fruit-growers.

KANSAS EDITORS

KANSAS, in its great prosperity, might well be designated as the very Paradise of newspaper-makers. With an educated, progressive people, noted for intellectual activity and earnestness as to convictions, and an aggressiveness as to all principles underlying society, government and institutions and agencies for the uplift of mankind, it could not be otherwise than that newspaper readers, as well as editors and writers, of the highest character should abound.

It is a gratifying fact that the newspaper men are fully alive to the opportunities and responsibilities of their calling. A little thing like paying cash for railroad fare, notwithstanding the existence of the custom for more than a third of a century, of paying in advertising space, does not stand in the way, not a little bit, of attendance on the annual conventions of the State Association. The meetings this year on Feb. 1st, 2nd and 3rd, were largely attended, there being two hundred and fifty present, and thirty new members were enrolled. The meetings were held in the roof garden of the National Hotel, and the place proved to be most capacious, comfortable, and convenient for the purpose, and was reached by excellent elevators. It was enclosed on two sides by glass and with ends of corrugated iron construction that can be rolled up in warm weather. What would New England think of an elegant hotel roof garden away out in Kansas?

One of the pleasant incidents of the first day's session was a visit to and a dinner at Washburn College, that boasts the largest college building in the United States. The *Daily State Capital* gives the following resume:

After dinner President Frank K. Sanders invited the guests to assemble in the chapel, where a pleasing musical program was given by several of the music students.

WELCOME BY W. R. STUBBS.

Governor W. R. Stubbs delivered the address of welcome between numbers. The Governor paid high tribute to the work done by the press, and said in part:

"America is the most progressive, patriotic and powerful nation the world has ever known. The three most potent influences in our national life are the church, the public schools and the public press.

"The newspaper is the bulwark of liberty and one of the strongest safeguards of the constitutional rights of American citizenship.

"When Roosevelt was elected President, the United States Senate contained many senators who owed their election to powerful corporate interests. The United States Senate practically dominated the appointment of federal judges. The legislative and judicial departments of the federal government were to a large extent under the control of the large corporations, trusts and combines. Roosevelt, brave and aggressive as he was, could have made small progress without the loyal support of the newspapers throughout the country, in the greatest struggle for the protection of the rights of the masses of the people that has occurred since the Civil war.

"A wholesome public press is a most powerful factor in quickening the public conscience. The people intend to be right and to do right, but they can not know their whole duty without the instruction of the newspapers. Yours is a high and responsible calling. I thank God for newspapers that gold can not corrupt nor great wealth monopolize. The newspaper man enjoys unusual privileges and he should conscientiously consider the public welfare.

"With all the good things that newspapers do, I think there is still room for improvement. I hope to live long enough to see the bad things that happen, like murder, divorce, scandal and evil deeds, printed only in ordinary sized type, stating only the necessary facts in the case, and the double leaded headlines that attract attention be devoted to the really important transactions of life."

President Sanders made a short talk in which he told of some of the work Washburn is doing and of what the future might bring.

"I believe a man could well covet the privilege of living during the next 25 years," he said. "We seem to be dreaming, but our dreams are going to come true. It is almost beyond dreaming what wonderful things have already been accomplished in the world, and there is every reason to believe that even greater things will be done in the near future.

"We are very glad indeed, for having the opportunity to entertain you, and hope that you will come again. In my estimation, no geater service can be rendered to a community than the work you are doing."

An address by Walter Williams of Columbia, Mo., on "The Challenge of the Sky Line" ended the program for the first day of the convention. Mr. Williams, noted as a traveler, writer and instructor, said in part:

"We may not rearrange the skyline to suit the opinions we had yesterday, nor shape it in accordance with the hope we have for tomorrow. We must deal with it as it is today. This is the challenge of the world's skyline. The answer is that each must be made to serve all. No more must it be each for himself and the devil take the hindmost. The call of the hour is for each to care for every other one and for all to take the hindmost.

"No code of rules, no regulations may be suggested that meet the changing order. Three great principles, however, will solve the problems of the bewildering skyline—old, old principles, simple yet profound—self-sacrifice, service, love."

SCHOOLS OF JOURNALISM.

Schools of journalism were exploited and praised in a manner which left little doubt as to the sentiment in favor of them. The subject has not been considered so much in detail and with such interest by the association before.

President Sheridan Ploughe appointed the following committees:

Credentials—C. E. Ingalls, C. A. Connelly, W. D. Greeson, W. E. Payton, Charles Browne, S. D. George, Clark Conklin, Mack P. Cretcher.

Resolutions—Ewing Herbert, John Redmond, J. W. Sowers.

Legislative—John Mack, John Cockran, R. H. Trueblood, C. A. Kimball, M. C. Hemenway.

Memorial—Charles Barne, John S. Gilmore, H. W. Young, E. B. Cowgill, T. B. Murdock.

Auditing—G. H. Yust, Gerald Volk, F. C. Flory.

The Rev. S. S. Estey, pastor of the First Presbyterian church opened the convention with prayer. The first address was by Frank P. MacLennan, editor of the Topeka *Journal*, who gave a talk on "The Print Paper Problem." One of the most important points emphasized by Mr. MacLennan was that publishers were wasting money by using such wide margins on their newspapers. He gave concrete illustrations to prove his statement by calling attention to several papers published in the state with margins from one to two inches wide. He stated that it was not only a waste of money to let so

Continued on Page 130

AMONG THE ASSOCIATIONS

"IN UNITY IS STRENGTH"

MICHIGAN PRESS TO MEET

The mid-winter meeting of the Michigan Press Association will be held in the city of Flint, February 25-26. The details of the program are being worked out by Secretary Hopkins who promises a more than usually attractive array of talented speakers.

The *Michigan Bulletin*, in an article regarding the convention, makes the following racy plea for a large attendance:—

Forward Mate Harry H. Fitzgerald, of the Flint *Daily Journal*, who always sets the pace as a high roller, will be in full charge of the fireworks and for the past three years has laid awake nights to plan something especially novel for Flint's entertainment of the vanguard of Michigan's live ones. The first evening, that'h Thursday evening—get permission from your pastor to miss prayer meeting—will be devoted to a theater (accent on the middle syllable, please) party. Flint has one of the best little theaters in the state and one of the most enterprising theater managers. He has bells on already and is having a company transported direct from New York for the special edification of the Michigan editors, their wives and sweethearts. There is one comedienne and several very pretty chorus girls in the bunch and they will have a "mash" on Len Feighner. So everybody watch "Fike."

The business sessions are to be business throughout. Topics of vital importance to the craft have been selected. The matter of libel legislation will no doubt come up with a report from the present legislative committee headed by Stuart H. Perry, of the Adrian *Telegram*, which is planning a campaign during the present legislative session. The new postal regulations will also be discussed and it is thought that the government will have a representative of the department at Flint to answer questions and get the publishers in closer touch with what is being attempted by the department. Other men to be on the program are C. E. Churchill of Petoskey, W. H. Berkey of Cassopolis, H. Kirke White of Owasso, John T. Winship of Saginaw, and other bully business successes. Don't miss a session at Flint.

Friday evening, February 26, all sorts of surprises will be uncorked. The city of Flint will supply three of the banquet talent attractions, selected from well known men and "Hop" has his drag out for such men as H. B. Stitt, managing editor of the Grand Rapids *Press;* Chase S. Osborn of the Soo, and other eloquent and witty after dinner speakers. The Flint meeting is to outdo all former meetings, take our word for it, and there should be 200 at least in attendance.

Mark up the dates this instant and let nothing prevent your coming. Half fare on all roads (for children).

The New York State Legislative Correspondents' Association, at their annual meeting, held recently, elected the following officers: President, Louis Seibold, New York *World;* first vice-president, Frank G. Whiston, Buffalo *Express;* second vice-president, George L. Terrell, Brooklyn *Eagle;* secretary, John P. Gant, New York *Evening Post;* treasurer, William H. Owen, Albany *Evening Journal.*

The regular mid-winter meeting of the South Dakota Press Association will be held at Pierre, S. D., on February 10 and 11, instead of February 4 and 5, as previously announced. The change was made necessary in order to give those on the program a longer time in which to prepare papers.

At the annual meeting of the Southern Publishing Association, held in Nashville, the following board of directors were elected: C. F. McVagh, L. H. Ford, C. P. Bollman, H. F. Harrison, L. H. Smith, W. A. Westworth, P. T. Magan, R. L. Pierce and R. Hook, Jr. The board organized with the following officers: C. F. McVagh, president; L. H. Ford, vice-president and business manager.

The Erie, Pa., Press Club held a special meeting recently and elected the following officers: President, Paul Burkhart; vice-president, Frank E. Crane; secretary, G. Reid Yaple; treasurer, Harrison Baldwin; directors: J. H. Dearduff and William P. Tiebont (two years), P. B. Hurlburd (one year).

Amherst College has recently organized a Press Club. It will seek to have Amherst College kept properly before the public through the newspapers and to suppress any undesirable news.

The Old Time Printers' Association held its twenty-fourth annual banquet and ball January 18th at the Sherman House, Chicago, 400 people being present. The principal address was delivered by Rev. Joseph A. Milburn, who spoke on "Printing as a Force in Civilization." M. H. Madden was toastmaster.

The Utah Press Association at its annual meeting, held at Salt Lake City recently, elected the following officers: Parley P. Jensen, president; A. H. Schulthess, first vice-president; Fred Turner, Logan second vice-president; Andrew Jensen, Spanish Fork, third vice-president; J. David Larsen, Provo, secretary; May Anderson, Salt Lake, treasurer; Briant S. Young, historian; Le Roy Armstrong and H. C. Hicks, delegates to National Editorial Association, which meets at Seattle.

The Southeast Missouri Press Association met January 30 at Cape Girardeau.

The winter meeting of the Western Iowa Editorial Association will be held at Council Bluffs, February 19. E. A. Stevens of the Silvery City *Times* is secretary.

It was announced that the Indiana Republican Editorial Association is to meet in Indianapolis, February 25 and 26, 1909. The sessions will be held at the Claypool hotel. The banquet will be given on the evening of the 25th and the business sessions will be held the day following.

The completed program of the Indiana Democratic Editorial mid-winter meeting has been announced by President A. D. Moffett of Elwood. At the dinner, 7:30 o'clock, February 4, Denison hotel, the speakers will be Thomas R. Marshall, Prof. R. J. Aley and United States Senator-elect, Benjamin F. Shively. Mrs. Juliet V. Strouse of Rockville, "The Country Contributor," will be on the second day's program.

ANNUAL WINTER BUSINESS MEETING OF INLAND DAILY PRESS

The annual meeting of the Inland Daily Press Association will be held in the Empire Club Room, at the Stratford Hotel, Chicago, Tuesday, Feb. 16, 1909, commencing at 10 a. m.

This is the winter business meeting for the election of officers, chosing delegates to the National Editorial Association, etc., and for the discussion of important business topics. The following tentative program has been prepared:

"Advertising—How to get it; Local rates—How much per thousand of circulation." John Sundine, *Dispatch*, Moline, Ill.

Discussion—by F. T. McCann, *Journal*, Crawfordsville, Ind.

"The make up of the paper:—(a) Headings; (b) Classification of news; (c) Ads, etc."—F. W. Sherman, *Times*, Port Huron, Mich.

Discussion—by F. D. Troop, *Journal*, Muscatine, Iowa.

BUSINESS SESSION.

Reading minutes of last meeting.
Communications.
Presenting of bills.
Secretary and Treasurer's Report.
Election of officers for ensuing year.
Election of delegates to N. E. A.
Reception of new members.
Any other business.

"Running the job department for profit:—Keeping cost of jobs, system, etc." E. A. Tostevin, *Journal*, Racine, Wis.

Discussion—by D. B. Worthington, *News*, Beloit, Wis.

"The Editorial Page:—How to make it of the greatest value to the paper." W. R. Jewell, *Commercial-News*, Danville, Ill.

Discussion—by Col. Smith D. Atkins, *Journal*, Freeport, Ill.

"How to handle the Foreign Advertising copy between business office and news rooms:—Checking system for foreign ads, etc." E. P. Adler, *Times*, Davenport, Iowa.

Discussion—by H. H. Bliss, *Gazette*, Jacksonville, Wis.

Symposium on Want Ads:—Experiences of those present; how to get them; rates to charge, etc. Led by J. K. Groom, *Beacon*, Aurora, Ill.

General Discussion:—Experience Meeting:—Any member will be at liberty to ask any questions he wishes; give his experience on any of the following topics or any other topic.

(a) "Inventory—Its value; how much to charge off for depreciation each year."

(b) "Insurance, settlements after a fire."

(c) "Some leaks, how to stop them."

(d) "Some popular features for the paper."

(e) "Good stuff to leave out."

(f) "The Wisconsin law permitting the State to audit the circulation statement of publishers.

"The Bungle," a play dealing with municipal reform, will be presented by the Salt Lake City Press Club some time in March. The plot of the play is laid in Salt Lake City, and the story has to do with local conditions.

O. E. Remey was re-elected president of the Milwaukee Press Club recently. Other officers elected are: Vice-president, Henry F. Tyrell; secretary, Leonard E. Meyer; treasurer, Frank Markle; directors, Charles Dean and Judge John C. Karel.

At the annual meeting of the North Star Daily Press Association which was held in St. Paul recently, Mr. C. L. Dotson of the Sioux Falls, S. D., *Press*, was elected president of the Association. This Association of newspaper publishers comprises the leading dailies and weeklies of South Dakota, North Dakota and Minnesota, outside of the Twin City papers.

The Central Division of the Associated Advertising Clubs of America will be held in Indianapolis, February 16 and 17. President Smith B. Queal desires to bring about a thorough organization of advertising men in the leading cities of Wisconsin, Michigan, Illinois, Indiana and Ohio. The advertising organization movement is growing even in the smaller cities of these states and an aggressive campaign will be launched, it is expected, at the Indianapolis convention.

The officers of the A. A. C. of A. have extended a general invitation to advertising men interested in the organization movement to attend the convention. A program covering the two days has been prepared, and many of the advertising lights of the country will be present. The Adscript Club of Indianapolis will give the ad men a hearty reception.

Thirty newspaper men of Kankakee county, Illinois, have organized a Franklin Club, with the following officers: President, James Breen of the Manteno *Independent;* first vice-president, C. R. Richter of the Kankakee *Democrat;* second vice-president, T. W. Mayo of the St. Anne *Record;* secretary, Herman F. Schmidt of the Kankakee *Gazette;* treasurer, G. W. Schultz of the Emmington *Joker;* chairman of the executive committee, George Cannon of the Herscher *Pilot.*

PENNSYLVANIA STATE PRESS

The Pennsylvania State Editorial Association, at its annual meeting, January 27th, adopted resolutions urging the publication of new State laws, instancing particularly those relative to public hygiene, sanitation, pure food, fish and game, schools and factory inspection.

The association named this Committee on Legislation: H. P. Hapgood, Harry A. Thompson, O. D. Schoch, A. N. Pomeroy and Ernest G. Smith. The committee will co-operate with a similar committee from the association of western Pennsylvania dailies, which met here yesterday.

These officers were elected: President, H. A. Thompson, Tyrone; vice-president, W. C. Dershuck, Hazleton; O. D. Schoch, Hamburg and Crombie Allen, Greensburg; secretary and treasurer, R. P. Hapgood, Bradford; assistant, Miss Anna [illegible]aw, Bradford.

Executive Committee: E. H. Serby, Pottsville; E. G. Smith, Wilkes-Barre; I. O. Nissley, Middletown; R. H. Thomas, Mechanicsburg; W. P. Hastings, Milton.

The following resolution was unanimously adopted:

Resolved, That we congratulate Hon. A. Nevin Pomeroy upon his advancement to the office of First Vice-President of the National Editorial Association and urge that Association to further advance Mr. Pomeroy and place him at the head of the organization by electing him President, knowing that the National Association will honor itself in honoring him. We hereby instruct our delegation to the National Convention to take every honorable means to secure his election.

Remarks on the resolution eulogistic of Mr. Pomeroy were made by the retiring President, Ex-Senator McQuown, R. H. Thomas, National Executive Committeeman and others.

The Press club recently organized by twenty-five students in the college of agriculture at the University of Wisconsin, has adopted the name of the Hoard Press Club, in honor of Ex-Gov. Hoard and his work for agricultural journalism.

KANSAS EDITORS.

Continued from Page 127

much valuable paper go to waste, but that it would improve the appearance of the papers to have less margin.

"There is a lack of standardization in width of newspapers which should be remedied," said Mr. MacLennan. "I am also in favor of cutting off return privileges. It is money in the pocket to do so."

Albert T. Reid, of the Kansas *Farmer and Advocate*, Topeka, presented some interesting facts concerning "Newspaper Illustrations."

DEMAND FOR PICTURES.

"The demand for pictorial news has grown rapidly the past few years," declared Mr. Reid. "With few exceptions metropolitan dailies make large appropriations for pictures, and a marked change has been wrought in the appearance of newspapers in consequence. A picture conveys information easier and better than news articles. Hearst's publications place great importance on pictures, and are noted for excellence along that line.

"I once worked in a newspaper office where my instructions were to 'make portraits of men look like the men, but make a portrait of a woman beautiful.' I do not favor using old, out-of-date pictures, but those that are used should be simple, and in good taste."

"The Kansas School of Journalism, was discussed in detail by Charles M. Hager, editor of the Abilene, *Reflector*, and dean of the School of Journalism.

"The object of the school is to give students training in regard to the writing end of a newspaper," he said. "It is taken up in connection with their English work, as we are not yet able to make the school a complete four-year course and give a degree. College men are becoming more important factors in the newspaper world than ever before, as editors are rapidly getting away from the notion that a college man is not a success in a newspaper office. We give students practical work in regard to the local side of a newspaper which fits them to enter a newspaper office with a definite idea of what is expected of them. Of course a great deal depends on their own ability."

Additional information concerning schools of journalism was given by Walter Williams, head of the Missouri University School.

"We are not planning to make journalists. That can not be done anywhere," said Mr. Williams. "We can train young men and women, however, just like doctors or lawyers are trained. Our course in journalism covers four years and leads to a B. S. degree in journalism. We issue a daily newspaper under our own control. There are 75 students in the school, which I think is a good beginning, as this is the first year the school has been conducted.

"The difference, in the training given a person in the school, from a newspaper office, is that in the school he is constructively criticized. We teach him how to do his work in the best possible manner, rather than to see how much work we can get out of him."

The reception at Washburn college at night was very successful. The delegates were shown over the grounds in the afternoon before a luncheon was served in the college library. Mr. Williams delivered his excellent address on "The Challenge of the Sky Line," in the college chapel. Addresses of welcome were delivered by Governor W. R. Stubbs, Mayor William Green, and a response by Ex-Governor E. W. Hoch.

On the second day a number of important and interesting papers were presented:

W. Y. Morgan, of Hutchinson, discussed "Laws the Printers Need," during the afternoon. Mr. Morgan spoke strongly in favor of legislation tending to promote publicity of things the public should know about, and, incidentially, the circulation of newspapers.

"Many people doubt the circulation figures the way they are published now," said Mr. Morgan. "I am in favor of a law to make publishers print the correct figures, and believe that the general effect of such a law will be all right."

The expert on questions pertaining to the state publication of school books, T. A. McNeal, presented several phases of the subject to the association.

"While the printing of the school books by the state would not be likely to put any money in your pockets, still, the subject is of considerable importance to the people of the state," he said. "Some say that the California law is a failure, but it has been in force there for 25 years and no effort has been made to get rid of it." He spoke against the appointment of a commission to investigate the matter.

PROGRESSIVE JOURNALISM.

William H. Mayes, of Brownwood, Texas, president of the National Editorial Association, spoke on "Progressive Journalism." He said in part:

"Newspapers are not always as progressive as they might be. I would like to see all of them leaders in every good movement. A newspaper man should take to leadership as naturally as Kansas editors do to politics. Editors should be close students of politics, but they make a mistake if they allow such things to permeate their entire business. A little experience in politics is good for them.

"One of the greatest obstacles in the way of a newspaper man is self-abasement. He should carry on his business in a good building, and take his stand as a citizen just as well as anybody else.

"Another great trouble with most of us is that in our desire to do great things we overlook opportunities close at home. Our perspective is too often at fault. I think great good is accomplished by these press meetings. You are enabled to do more and better work on account of them. You should utilize every such opportunity to improve yourselves."

"Newspaper Paragraphs," was the subject of a talk by Mack P. Cretcher, of Sedgwick. He said in part:

"Editorial paragraphs are of modern invention, but they have come to stay, as people will not take time to read long editorials. The paragrapher does not need to elaborate, as he holds the center of attention anyway. The people want them.

"The best of marksmen do not always hit the bell, and the same thing is true of paragraphers. If the writer succeeds in making his thought clear, he has done well."

NEWSPAPERS AND RAILROADS.

One of the most important addresses of the convention was delivered by N. H. Loomis, of Omaha, general solicitor of the Union Pacific railroad. He spoke on "Newspapers and Railroads," and gave many interesting and enlightening facts during his address. He said in part:

"If, as I believe, the newspapers are the controlling factors in determining the policies of government, it is equally true that the railroads constitute by far the most effective force in the industrial world of today. They represent the greatest investment of capital—they are the largest employers of labor and the greatest purchasers of material and supplies. Their prosperity, as well as their adversity, is immediately reflected in the material conditions of the whole people and all other business enterprises.

"Allow me to urge the importance of encouraging instead of discouraging the investment of moneys in the railroads of Kansas. You have merely entered upon the development of your great natural resources. You will need more railroads, and you now need the expenditure of large amounts in the betterment of the railroads you already have. You need live railroads, not dead ones. You should want the managers of your railroad properties interested in their continual growth

and development and using their best endeavors to boom the best state in the Union. You ought not to send them to jail and leave the operation of your railroads to statesmen whose theoretical knowledge is all that could be desired but whose practical experience is very limited. It is all very well to regulate the railroads, but I submit that the power to regulate should not be used as a device by the state to become their general managers. And while the people are regulating, let it be understood by the railroads that their interests also are to be consulted, and that investments in railroad properties will not only be protected but encouraged."

Wichita was selected as the convention city for the State Editorial Association next year, after a lively contest. Representatives of Olathe and Pittsburg extended cordial invitations for the Association to come to their respective cities, but Wichita received a majority vote.

Arthur Capper was unanimously elected president of the Association for the ensuing year. H. C. Sticher, of Alma, had no opposition for the office of vice-president. In placing his name before the convention, J. E. Junkin, of Sterling, referred to Mr. Sticher as "one of the young and coming newspaper men of the state," and suggested that he would be a good man to make president of the Association next year. Mr. Junkin, who has held the position of corresponding secretary for 17 years, was re-elected by acclamation yesterday. He protested against such action, and gave notice that it was positively the last year that he would hold the position. W. E. Blackburn, of Anthony, was elected recording secretary, and J. Byron Cain, of Belle Plaine, treasurer.

Following is the list of members chosen for the state executive committee, and delegates to the National Convention:

First District—Executive Committee, E. B. Cowgill, Topeka; delegates, T. A. McNeal, Topeka; Ralph Tennell, Sabetha.

Second District—Executive Committee, W. H. Peters, Olathe; delegates, J. W. Sowers, Springfield; C. C. Thomas, Moran.

Third District—Executive Committee, J. S. Gilmore, Fredonia; delegates, W. T. Yoe, Independence; J. F. Callen, Pittsburg.

Fourth District—Executive Committee, Charles Barnes, Osage; delegates, A. S. Bernheiser, Hartford; K. C. Smick, Wamego.

Fifth District—Executive Committee, J. D. Rickman, Manhattan; delegates, E. H. Hemenway, Hope; A. Q. Miller, Belleville.

Sixth District—Executive Committee, E. D. George, Mankato; delegates, V. Hutchings, Smith Center; B. P. Walker, Osborne.

Seventh District—Executive Committee, Clark Conklin, Lyons; delegates, W. Y. Morgan, Hutchinson; S. P. Gebhardt, Pratt.

Eight District—Executive Committee, Mack P. Cretcher, Sedgwick; delegates, J. C. Dick, Burton; S. S. Smith, Eldorado.

BRAND QUACK EDITORS.

In order to secure an even stronger position in the reform movement, a motion carried to have a committee on ethics appointed, to report at the next convention. W. E. Miller, of St. Marys, made a strong plea for such a committee. In his speech he said:

"There are some editors who are guilty of unprofessional acts, and why not brand them as quacks if they use questionable methods in running a newspaper, just the same as men in other professions are branded?"

President Sheridan Ploughe appointed the following committee: Ewing Herbert, Hiawatha; W. E. Miller, St. Marys; John Gilmore, Fredonia.

The committee on resolutions at the convention of the State Editorial Association, composed of Ewing Herbert, John Redmond, and J. W. Sowers, submitted the following report, which was unanimously adopted:

"Resolved, That the Kansas Editorial Association in convention assembled expresses its appreciation and gratitude for the many courtesies and splendid hospitality extended by the good people of Topeka.

"We appreciate the entertainment at Washburn College and the opportunity to acquaint ourselves with the good work done there, which we heartily commend.

"We thank the Topeka publishers and members of the craft for their successful efforts in making this the most enjoyable meeting held at the state capital, and to Mr. Arthur Capper particularly, we are grateful for the very substantial evidence of his hospitality and consideration.

"We thank the Bell Telephone and Western Union Companies and the Topeka Street Railway Company for courtesies shown the members of this association during this meeting.

"We thank the Topeka Ad Club for a delightful luncheon and entertainment.

"We thank those who have contributed to the program which has enlightened and uplifted the members of this association.

"Resolved, That we look with favor upon the course in newspaper making established at the Kansas University and also favor the course in printing established at the State Agricultural College. There is need and demand for intelligent and trained men in printing offices and we urge the Legislature and regents to treat the newspaper and printing courses with the same liberality shown other technical courses.

"Once more we protest against the government entering into competition with the home printer in printing envelopes and recommend that each member of this association write to his Congressman urging him to call on the Postoffice department to abolish the custom."

Another resolution is:

"Whereas, The auditor of the War department at Washington has allowed claims in favor of Kansas, amounting to $525,000, for interest and discount on money borrowed by the state during the years of 1861 to 1865, for organizing and equipping troops to suppress rebellion and Indian raids, and

"Whereas, Over $97,000 has been appropriated by Congress and is now in the treasury of the state of Kansas and we are assured by our congressional delegation that the balance will will be appropriated at an early day, and

"Whereas The basis of these claims against the United States was furnished by the Kansas State Historical society as well as the evidence upon which they were allowed, and

"Whereas, The property, including historical documents, mementos and other valuable relics now in the possession of that society would be increased four-fold in value and interest to the people of Kansas if the same could be properly arranged and clasified, and believing that the State house is already crowded beyond its capacity and that the necessity for additional space is constantly growing as the business of the state increases, therefore, be it

"Resolved, That the Kansas State Editorial Association here endorses the movement towards procuring a memorial building to be used as a permanent home for the Grand Army of the Republic and the Kansas State Historical society, and we hereby call upon our senators and representatives now in attendance in the Legislature in this city to use every endeavor within their powers to carry out the tenor of this resolution, knowing, as we do, that it voices the wishes of a vast majority of the citizent of this commonwealth.

"Resolved, That a copy of this resolution be sent to the President of the Senate and the Speaker of the House of Representatives."

U. S. POSTAL LEGISLATION

CONGRESSMAN William A. Ashbrook, of Ohio, has favored the National Printer-Journalist with copies of one hundred and twenty-nine separate new bills, acts and joint resolutions relating to the U. S. Postal Service. The showing is certainly large enough to indicate that Congress is determined that this department of Government shall not lack in regulation and efficiency if these can be secured by legislative enactments. These bills and resolutions cover all subjects from ocean mail service and safer, fireproof mail cars, to the extension of the franking privilege, increasing the salaries of mail route mail-carriers, paying $100 a year for use of a horse and prohibiting the discontinuing of any rural route in any Congressional district without the consent of the member of Congress therefrom.

We first notice a "House Joint Resolution" (216) that has a patriotic interest, authorizing the designing and issuing of a special two-cent stamp commemorative of the one hundredth anniversary of the birth of Abraham Lincoln, which is certainly worthy and appropriate.

H. R., 18,347, fixes a rate of postage on books and merchandise, to apply only to packages deposited at the local postoffice, or collected by rural carriers for delivery to the office from which the route emanates and not to mail transmitted from one office to another and not to apply to packages exceeding eleven pounds in weight, and not to be accepted from any agent acting for any person or company not a resident of such rural delivery route. The rate of charges is made five cents for the first pound and two cents for each additional pound or fraction thereof, 2 ounces, 1 cent; from 2 to 4 ounces, 2 cents; 4 to 8 ounces, 3 cents; 8 to 12 ounces, 4 cents; 12 to 16 ounces, 5 cents. This act is intended to make the rural delivery more serviceable among the residents of the territory covered by each rural route, from each local distributing postoffice. It is a law that we have advocated and believe that it will not increase the expense of the rural mail service, and should prove a great accommodation and saving to the people served, have no tendency toward the feared centralization of business, and would increase the earnings on the rural routes so that they would return a profit instead of showing a loss.

The most comprehensive bill is H. R., 24,473, offered by Mr. Overstreet of Indiana, on Dec. 17, 1908, "To codify, revise, and amend the postal laws of the United States." The bill covers 288 pages, and will at least possess the advantage, if passed, of putting into law some things that were mere rulings, subject to change. This bill provides for a Postmaster-General with a yearly salary of $12,000; a Director of Posts at $10,000 a year; seven Assistant Directors of Posts, at $6,000 each; an Assistant Attorney-General at $5,000; a Chief Inspector at $4,000, and a Board of three Commissioners of Appeals, at $5,000 each. These are the men who are to so frugally administer the mail service as to prevent the deficit. The Commissioners of Appeals constitute a new feature in the service. The power and authority and duties of these new Commissioners are of interest to all publishers and are defined as follows:

First. To decide, on appeal from the assistant director of mail matter, or otherwise, upon the application of publications for admission to the second-class of mail matter.

Second. To determine, upon proceeding instituted before it by the Assistant Attorney-General, or his deputy, whether the admission of any publication to the second class of mail matter shall be suspended, annulled, or revoked.

Third. To determine, upon proceedings instituted before it by the Assistant Attorney-General, or his deputy, whether any fraud order shall issue whereby any mail matter shall be returned to the sender thereof or refused delivery, or the payment of any postal money order or postal note shall be forbidden upon the ground that the person to whom, or the company to which, or to whose agent or representative such matter is directed, or said order or note is drawn, is engaged (a) in conducting any lottery, gift enterprise, or scheme for the distribution of money, or of property by lot, chance, or drawing of any kind, or (b) in conducting any scheme or device for obtaining money or property of any kind through the mails by means of false or fraudulent pretenses, representations or promises in contravention of the statutes in that regard.

Fourth. To establish such rules of practice and forms of procedure as may be necessary for the conduct of the business coming before it.

The following sections will also be found of interest to publishers:

Sec. 79. There shall be kept in the bureau of the assistant director of mail matter, under such regulations as the Postmaster-General may prescribe, a register of publications admitted to the second class.

The proprietor or publisher of any newspaper or periodical may apply to have the same placed upon said register as a publication entitled to transmission at the second-class rates of postage. Such application shall be in writing in such form as the Postmaster-General may by regulation prescribe, and shall be verified by the oath of the applicant, and shall be accompanied by a copy of the newspaper or periodical to be registered.

Sec. 80. The application thus submitted shall be examined under such regulations as the Postmaster-General may prescribe, and if the evidence that the publication complies with the requirements of law be deemed satisfactory by the assistant director of mail matter, he shall cause said publication to be entered upon said register. Publications so entered shall, until such registration be suspended, annulled, or revoked by judgment and order of the Commission of Postal Appeals, be deemed to be mail matter of the second-class, and transmissible at the rates provided therefor by law.

Sec. 81. Pending final action upon said application, the assistant director of mail matter may, in his discretion, issue a temporary authorization for the transmission of such publication at second-class rates of postage.

Sec. 82. The proprietor or publisher of any newspaper or periodical publication the application for the admission of which to the second class of mail matter has been denied by the assistant director of mail matter shall have the right within such time as may be fixed by rule of the Commission to appeal from such denial or refusal to the Commission of Postal Appeals, which shall thereupon hear, consider, and determine such application with respect as well to matters of fact as matters of law.

Sec. 83. The order and opinion of said Commission upon such application shall be in writing and shall be filed as a part of its permanent records, and a certified copy thereof shall, within such time as the rules of said Commission may prescribe, be transmitted to the assistant director of mail matter, who shall thereupon, in conformity with such order, grant or refuse such application or take such other action as the order may direct.

Sec. 168. As rapidly as practicable after this Act shall take effect, the Postmaster-General shall cause to be installed and thereafter regularly kept in the bureau of the assistant director of accounts, under such regulations and in such form and manner as may be prescribed, books of account exhibiting analytically the cost of the operations of the Post-Office Department by it, whether to the public or to the Government of the United States, in such manner as to show:

First. The distribution of the expenditures of said department and service under the following main heads of service and such other heads and subdivisions thereof as the Director of Posts may prescribe:—(1) Collection; (2) Assorting outward mail; (3) Assorting in railway post-offices; (4) Transportation; (5) Equipment; (6) Delivery, including assortment in post-offices of destination; (7) Revenue charges, manufacture and sale of stamps, stamped paper, etc.; (8) Foreign mail; (9) Money order; (10) Registry; (11) Special delivery.

SECOND. The cost of the aggregate as well as separately in respect of the main heads of service mentioned above, of the collection, assortment, transportation and delivery of each of the following classes of mail and such subdivisions thereof as the Director of Posts shall prescribe:

(1) First class; (2) Second Class, (a) pound rate, (b) free in county; (c) local delivery, (d) transient; (3) Third class; (4) Fourth class; (5) Government penalty; (6) Franked.

THIRD. The cost per unit and the unit rate of revenue and postage for each class of mail matter.

FOURTH. The computed or estimated weight of mail, number of pieces carried, average haul and ton-mile of transportation of each of the classes of mail matter and the subdivisions thereof mentioned in subsection second.

SEC. 342. Mailable matter shall be divided into four classes:

First, Written matter. Second, Periodical publications; Third, Miscellaneous printed matter; Fourth, Merchandise.

SEC. 343. Mailable matter of the first class shall embrace letters, postal cards, and all matter wholly or partly in writing, or typewriting, except as hereinafter provided.

SEC. 344. Mailable matter of the second class shall embrace every newspaper and other periodical publication which complies with the following conditions:

FIRST. It must regularly be issued at stated intervals as frequently as four times a year, and bear a date of issue and be numbered consecutively.

SECOND. It must be issued from a known place of publication.

THIRD. It must be formed of printed paper sheets without board, cloth, leather, or other substantial binding.

FOURTH. It must be originated and published for the dissemination of information of a public character, or devoted to literature, the arts, sciences, or some special industry.

FIFTH. It must have a legitimate list of subscribers.

SIXTH. It must be designed or published primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.

SEC. 349. Publishers of matter of the second class may, without subjecting it to extra postage, fold within their regular issues a supplement; but in all cases the added matter must be germane to the publication which it supplements; this is to say, matter supplied in order to complete that to which it is added or supplemented, but omitted from the regular issue for want of space, time, or greater convenience, which supplement must in every case be issued with the publication.

SEC. 350. Mailable matter of the second class shall contain no writing, print, or sign therein, in addition to the original print, except the following: (a) The name and address of the person to whom the matter shall be sent; (b) index figures of subscription book, either printed or written; (c) the printed title of the publication and the place of its publication; (d) the printed or written addition of advertisements of the publisher or sender, or both; (e) written or printed words or figures, or both, indicating the date on which the subscription to such matter will end; (f) the correction of any typographical error; (g) marks other than written or printed words designating any word or passage to which it is desired to draw attention; (h) the words "sample copy" when the matter is sent as such; (i) the words "marked copy" when the copy contains a marked item or article.

SEC. 354. The term "circular," within the intendment of this chapter, is defined to be a communication in print or produced by any mechanical multiplying process easy to recognize, but not direct from a typewriting machine, which, according to internal evidence, is being sent in identical terms to several persons. A circular shall not lose its character as such when the date and address of the addressee and of the sender shall be written therein, nor by the correction of the typographical errors in writing.

SEC. 355. A circular may, without becoming liable to higher rate of postage, have the date, signature of the sender, and name of the addressee written therein, and any typographical errors corrected in writing.

SEC. 372. Postage shall be paid at the following rates:

First-class matter, two cents for each ounce or fraction thereof, except postal cards and private mailing cards, on which the postage shall be one cent each, and matter known as drop letters, deposited for local delivery, on which at any postoffice not having free city delivery, on which the postage shall be one cent for each ounce or fraction thereof.

Second-class matter, (a) one copy to each actual subscriber residing in the county where the publication is printed in whole or part, when said copy is not distributed by city carrirs, shall be free of postage.

(b) Copies sent by the publisher from the office of publication or by news agents (first) to actual subscribers, (second) as bona fide exchanges with other publications admitted to the second class, (third) to advertisers in proof of publication of advertisements, (fourth) as samples under the provisions of section three hundred and eighty-three, (fifth) to authorized agents or solicitors, one cent per pound or fraction thereof.

(c) Copies sent by news agents to actual subscribers thereto, or forward to another news agent, one cent per pound or fraction thereof.

(d) Copies deposited by the publisher or by news agents at any city free delivery office for delivery by the letter carriers thereof, one cent per copy for newspapers, excepting weeklies, and periodicals not exceding two ounces in weight.

(e) Copies sent by others than the publisher or news agent, one cent per copy for each four ounces or fraction thereof.

SEC. 383. During each calendar year, or any portion thereof, the publisher of any newspaper or periodical admitted as second-class matter may mail, at the respective rates provided in clauses (b) and (d) of section three hundred and seventy-two for second-class matter, sample copies not to exceed ten per centum of the total number of copies mailed by him during the same period to actual subscribers and news dealers. Samples within the limit prescribed may be mailed, at the election of the publisher, with one or more or all of the issues of the publication: *Provided,* That the aggregate number thereof mailed in any year up to and including any date shall not exceed ten per centum of the total number of subscribers' and news agents' copies mailed in that year up to and including that date.

SEC. 387. The postmaster shall, by card, to be charged by postage-due stamp, or otherwise, with one-cent postage to be collected on delivery, notify the publisher of any publication admitted to the second class whenever any person to whom such publication shall have been mailed, as to a subscriber, shall refuse to take the same from the postoffice or neglect to call for it for a period of one month.

SEC. 388. All notices of change of address or removal of the addressee of any second-class matter or of directions to discontinue the same which it may become necessary for any postmaster to send to the publisher or mailer of any second-class matter shall be charged by postage-due stamp or otherwise with postage at the regular rates, to be collected on delivery.

We have given this much as to proposed postal legislation, with the view of calling the attention of those most interested and to help prepare the way for a more general and careful consideration of the regulations and acts affecting so closely the third largest business in the United States. It seems to us that the department is overloaded—too heavy with officials at Washington. We believe that the mere business of carrying the mails for the people could be regulated in a law of about two thousand words, and this idea of treating it as a great, involved public, governmental function, to be exercised and enforced through all kinds of rules, enactments, provisions and regulations, with a system of espionage, making every office a detective bureau and providing for high-salaried men and a high salaried attorney, is all nonsense and a parody on a government that is merely the agency for doing certain simple acts for the people. The Postoffice business requires no initiative, no promotion, no business management, no investment or risk of capital by those employed to do the work; needs neither high talent nor great study or learning. We do not intend to review the law at present, and the one hundred and twenty-six other bills and joint resolutions will have to be put aside for later consideration.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

The cuts for this department were unavoidably delayed at the engravers. They will appear in the next issue.

AS to the contents of a weekly newspaper, one could not consistently recommend the same thing for all, since that which would be ideal for a paper of one field might prove wholly unsuitable for that of another. To be a success an editor must aim to please his constituents, and to please them, he must study them—come in contact with them—until he understands them and appreciates their wants, their preferences and their needs. With such an understanding the editor can follow out such editorial themes as will prove mentally compatible with his readers and give them such news-features only as he knows his subscribers demand and like.

There are one or two things in the way of contents, however, which may safely be commended to the weekly newspaper-maker, because they invariably meet with the attention and approbation of approximately all rural and urban readers. The first of these is community items, or news written by special correspondents in the various districts of the field which the paper purports to cover; the second is that commonly known as "short locals" being timely topics of a newsy character gathered by the editor and pertaining to folks and events of the home town and elsewhere. And in nearly every newspaper field in America, I dare say, a spicy department of editorials will receive a welcome reception from a large percent of the regular readers. But the editor of a country weekly should not devote his space to long editorials, or editorials of any kind, unless he is fully assured his readers are of a mental calibre large enough to follow him in his editorial thoughts; nor should he, as many do, deem his editorial effusions the most important of all, giving them the most conspicuous space, while personal mention and local correspondence is secretly deplored as a veritable abomination and relegated to the most obscure pages.

PAWNEE CITY, NEB., Dec. 21, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—As it has been a long time since I last sent you a "batch" of ads, I thought it best to renw old acquaintances lest you think I had forgotten the many kind things you have said about my work and the value the N. P.-J. has been to me.

I am today sending you under separate cover some ads clipped at random from the files of our sheet. These are the work of our foreman, Mr. L. O. Green and myself. Many of them were gotten up in the rush of press day and with very little attention paid to the smaller details that add so much to the appearance of a piece of work. Any criticisms yau may make will be appreciated.

L. E. OVENDEN.

It is with sincere pleasure that the receipt of Brother Ovenden's fine "batch" of ad specimens is acknowledged, and I am pleased, too, that chance has placed them on top of the pile of matter submitted for review this month, so that I may feel more at liberty to share many of them with my readers than I could if they had come in at the bottom when this installment were well crowded with illustrations. This batch from Brothers Ovenden and Green are all superlative examples of the skillful combination of excellent material and high-class workmanship, as so precisely and prominently exemplified in the first exhibit made (No. 1). Briefly, the reader is cautioned not to overlook the fine balance and exquisite whiting out, as well as the intelligent display of all lines. But one little suggestion could I offer: The address line closed up and centered in a short line beneath the signature would give a more natural relief. The second exhibit (No. 2) shows a higher degree of originality in the layout, and equally as good quality of display and general treatment save as pertains to the lower central portion thereof, where there is conspicuously too fluent a use of brass rule. The third exhibit is probably as good an illustration of how some of the best of us will "fall down" at times, as I am likely to run across this month. It shows the "art-touch" all right in design; but the extremely great and black display in connection with the comparatively rather insignificant facts are at once discordant. The senseless underscoring of every line of the body gives a hazy effect not to be sought for, while the sharp, strong dash of black represented in the rule at the bottom of the panel works a complete optical annihilation of the obvious intention. The use of two sizes of the Roycroft in the display lines was possibly unavoidable, but nevertheless deplorable; and two great a space was allowed between the word "dollars" and the exclamation point. The rest of the budget (Exhibits 4 to 10 inclusive) I must offer in mute admiration, as a source of unlimited inspiration and instruction for other compositors.

BROOKINGS, S. D., Jan. 1, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed find proof of ad, the same appearing in the Brookings *Press* of last week. I submit the same for criticism. Very truly yours,

A. G. KENNARD.

Mr Kennard's advertisement is being shown herewith as Exhibit No. 11. In the main this ad shows fairly clever laying out and likewise fairly creditable composition. The underscoring of the first line is superfluous and objectionable, especially in view of the occurrence of similar rules immediately following, without any type intervening. A better way for the arrangement of the squibs pertaining to the beginning and ending of the sale is seen in Exhibit 1. The ornaments at either end of a short line, as in evidence in both of these masses flanking the central cut, is happily obsolete. The rule under the mass beginning, "We Propose to Make This," etc., is also uncalled for, as a much more desirable effect could have been gotten by its omission and by then leading the introductory mass. A more perfect result could have been secured, too, by setting the two outer panels a pica wider each, and each of the two inner ones a couple of picas wider, or, vice versa if desired. The white margins between regular panels like these should never be greater than

that between the border and the outer panels, the reason for which is obvious.

Mr. O. Byron Copper, De Soto, Wis.

My Dear Sir:—Am sending under separate cover copies of the last four issues of the *Transcript*. Since you reivewed the paper last—about two years ago, I believe—we have been able to carry out at least one of your recommendations, and have the first page cleared of display ads. Some day we hope to relegate the 30-year-old Country Campbell to the background and put in a machine upon which presswork can be done. None of the job type is permitted in ads, so in that regard we do not show up as brightly as some.

We get many good suggestions from the N. P.-J., and trust it will continue the good work.

With kindest regards for the paper and yourself, I am,

Very truly, Geo. M. Kimball.

There'd be no use of me trying to hide it, if I would—no use trying to pretend that the receipt of such letters as the foregoing is not a source of considerable satisfaction to me and the management of this magazine, for there is no honest laborer in or out of the Lord's vineyard who will not weary of the work if no word of appreciation or commendation comes. One must at least know that his efforts are effectual in some little way, else pleasant tasks grow irksome; and therefore I rejoice to know that Brother Kimball has found this journal helpful to him in his daily craft-work, and even this department, to the extent of prompting him to rid his front page of displayed advertisements. The *Transcript's* first page is now a thing of delight, because it is not only cleared of ads, but pains are evidently expended in every other direction to make the page attractive and modern. (Exhibit 12). The fine first page is not the *Transcript's* only commendable feature, either: The contents are of a most pleasing character, as can easily be judged from a close inspection of the reproduction. The back page is given over to a cultured account of the local news, and a pithy, up-to-date department of editorials is maintained. The next time I am privileged to see this paper—and I don't want that that shall be as long as two years—I sincerely hope that the new press shall have been installed and some new faces added to the ad-alley, or at least that the ad-compositor shall have added a few new and more cultured ideas to his stock and store. I couldn't wish too heartilly for the new press, just yet, since the present machines seem to be doing fairly good work; but the other things, especially the last named, I pray for with sincerety.. And I further trust that Brother Kimball and his force may continue to receive pleasure and profit from the pages of this journal.

The following is a welcome letter from one of my numerous North Dakota friends:

Walhalla, N. D., Dec. 13, 1908.

Mr. O. Byron Copper, De Soto, Wis.

Dear Friend:—I have been a close observer of your department in the N. P.-J., three years or more, and am sure I have benefited by it. I have been working at the trade something like four years and am at present foreman of the *Mountaineer*.

Am enclosing a blotter gotten out by myself for your inspection, although I know this work does not belong to your department, and do not expect criticism.

You will note that the editor's and my name are the same, although no other relationship exists.

Wishing you the compliments of the season, I am,

Yours respectfully, Walter R. Lee.

Out of courtesy to the fact that Brother Lee has not asked criticism of the blotter which he has so kindly sent me, therefore I am offering none. I beg to add, however, that blotters are always appreciable gifts to me, and this one shall not come amiss on my desk, where it shall repose indefinitely both as a token of remembrance and a thing of use. Along with this paragraph I might present an advertisement from a late issue of the Walhalla *Mountaineer*, (Exhibit B), which I judge is the handiwork of the donor and maker of this blotter. This specimen's commendable feature is in the neat arrangement of the mass in the central panel, while its most objectionable point is the treatment given the opening lines. If impossible to have set the display thus:

CLEARING SALE
OF HOLIDAY GOODS

in two lines of equal length and of the same face of type, then the next best thing is to have arranged it thus:

CLEARING SALE
OF
HOLIDAY GOODS

omitting the underscore from the first line. To further dictate for the improvement of this specimen, it would be necessary to draft an entirely new lay-out, which I scarcely have time to do, but I wished especially to bring out the one point, inasmuch as I notice the same defect in other ads in the same paper. I invite Friend Lee to come often.

Gering, Neb., Dec. 16, 1908.

O. Byron Copper, De Soto, Wis.

Dear Brother:—I am forwarding you again a copy of the *Courier*, our last issue. Don't expect you to devote any space to it, as you have reviewed it several times, but if you think it is worth while, you might drop me the enclosed envelope with a word or two of your opinion, good, bad or indifferent. I am more than interested in the newspaper department. Too much so for an old duck who has never done business for himself anywhere except in one town, and that one not on a railroad—though I fancy you will admit that for such conditions the *Courier* is a rather decent and prosperous-looking sheet.

Hastily yours, A. B. Wood.

That's the latest I have from Brother A. B. Wood—and the mentioned copy of the *Courier* shows that several little efforts toward improvement have been put forth by the office force since the time I last inspected it. These are especially in evidence in the initial page. The double column heading in use over the short locals now has a narrower and more pleasing border around it, and the line over the title (which is changed from time to time; that at present reading, "The *Courier* has the circulation, therefore it has the advertising—and advertising is news, too.") is now a full one, as it should be. These were points, which, if I remember rightly, I objected to in my former review. There is also a very commendable effort toward the attainment of the ideal in the composition of the *Courier* ads, for evidence of which I reproduce a specimen (Exhibit 14). In my opinion there are but a few reasons why the compositor in this case fell short of the ideal: The "gim-cracks and gew-gaws" under the two words "Hardware" and "Furniture" should have been omitted, all of the matter in the four central panels should have been centered, and the two outer panels should have received the same treatment at the sides adjacent to the border as on all other sides. This would have been easily possible if but a single rule, instead of a double one, had been employed between them. Otherwise this ad is alright. I am very sorry that I cannot find the same degree of system and neatness in the mechanical makeup of the *Courier's* other pages as that manifested in the first one. Here, on the contrary, nothing seems to be in harmony with the recommenda-

(Continued on page 138)

THE COST OF WORK

"UNIFORMITY OF SYSTEM OF COST FINDINGS."

THERE is no subject of greater importance to any business than that of the cost of production, including all the expense of conducting the business. There have been many books and thousands of articles written in effort to inform printers how to arrive at proper figures in fixing prices, but no method can be devised more reliable than that of a comparison of figures, reached through daily experience, by practical, well-informed men in the business, who are meeting and solving, in their own way, every day, these ever-present questions as to real cost of, and proper charges to be made for, the varying classes of work. The Ben Franklin Club of Chicago has a Cost Committee, of five successful conductors of job printing offices, and at the first regular monthly meeting of 1909, on January 14th, this committee submitted a report that contained very instructive facts and figures that will be found useful in the conducting of printing and newspaper offices everywhere. All business is united by a common bond as to underlying principles. The plan pursued by this committee in Chicago, could well be adopted by newspaper and printer organizations in the different cities and states. Members of newspaper organizations could wisely exchange advertising rates, charged and secured, cost of paper, etc., as well as figures as to cost of production. Publishers should know the actual cost to them of every inch of space in their paper, including what is known as overhead expense, just as certainly as the job printer should know the cost of the jobs turned out.

In order to arrive at "Uniformity of System of Cost Finding," this Committee, consisting of J. A. Morgan, chairman; F. I. Ellick, O. A. Koss, W. J. Wells and C. J. Thiebault, reported in part as follows:

Nothing that benefits our trade as a whole can fail to benefit each one of us individually. It has been said by an authority on cost: "It is characteristic of human nature to prefer to work very hard at a thing we understand rather than to study an unfamiliar subject. Many an industrious printer who spends nine or more hours daily at desk or case in an effort to make ends meet, could by spending an hour a day for one month in studying costs make enough more money to cut one hour off his day's labor for the rest of his life." A strong statement but true, we think.

Taking as our guide, "Uniformity of system of cost finding," we found it necessary to work out a plan that could be used by all, small, medium size or large plants, and special efforts were made to devise a system applicable to the small plants, which by some elaboration would be practicable and available to the larger or the largest plants. This end we are glad to say we believe was accomplished. Throughout our year's work and while testing and proving out this system in a number of plants, we are more and more convinced that the foundation plan or principle is correct, and further, that this is the most simple, economical and thoroughly practical system yet devised. We are led to this belief by several facts, possibly the principal one is that several other trade organizations in our line have adopted this plan. We speak now of only the plan or principle of the system. As to the blanks or forms used, those we first devised were offered as a beginning, believing that the test of use in different plants would suggest changes in a general way as well as changes required to fit individual plants.

Perhaps it would be well to state in a few words what the plan of cost-finding is.

The main or first proposition was to establish a unit of product. This we have determined to be the hour sold and this hour to be considered a separate unit in each department. Having determined the unit of product, the next step is to find for a stated period the aggregate of the units produced and the moneys expended in producing them. The total expenditure for a stated period divided by the aggregate of the units or hours produced will give the cost per hour in each department. This it would seem is simplicity itself, and not the complicated task so long dreaded by all of us.

Perhaps it would be well to state some of the steps taken to arrive at and perfect the system adopted and to obtain useful data:

1st. A request of all Chicago printers for copies of all shop blanks used by them.

This met with a very generous response and was an invaluable aid to us in our work.

2nd. The following inquiry to all club members:

"Have you a method of determining the cost per hour of production in the several departments of your plant?"

To this inquiry we did not receive such generous response. Such replies as we received, indicated, we regret to say, that very few could answer this question in the affirmative.

3rd. A request of members for data on cost per hour of hand composition. We received a number of replies which we tabulated, and ascertained the average cost on the figures submitted to be $1.02 per hour.

4th. A request of members for data on cost per hour of platen press work. The response to this inquiry, tabulated, showed an average cost of 78c per hour.

5th. A request of members for costs of hand composition, cylinder and platen press-work. We received a number of replies with the following results:

Hand composition, per hour	$1.02½
Cylinder press-work, per hour	1.46
Platen press-work, per hour	.68¼

6th. Statement of cost blanks sent to members with request to fill out in detail. The responses to this request were numerous, showing increased interest and marked improvement in method of handling this proposition. A complete tabulated statement of these figures appear in the December issue of the *Ben Franklin Monthly*. Following were the results:

Hand composition	$1.18
Machine composition	1.58
Cylinder press-work	1.40
Platen press-work	.76
Bindery	

Total overhead to wages paid, not including lost time, 106%.

We want to state our belief that these figures are the most accurate because all were figured by the same method on the same basis.

The result of the year's work in the study of costs by this organization is most gratifying to your committee. A net result of this work has been the installation of cost systems in the offices of 57 members of this club. This being in addition to offices already operating cost systems. On request we furnished a large number of printers in various parts of the country complete sets of blanks used by us and learn that they have been adopted in most instances and are working out satisfactorily. Your secretary, Mr. Ellick, is better able to report progress made in this direction, and he will do so.

It is not too much at this time to say that we believe that the efforts of the Ben Franklin Club and that part performed by the Cost Committee has done more to stir up the printer to the knowledge of his own business than anything that has ever been done in printing circles. Printers that in the past never had any idea of what the goods they sold cost them, have become interested in some sort of a cost system, and if they have not installed the Ben Franklin Club Cost System they have begun the use of some sort of blanks and records whereby they do know nearer the cost of production than formerly. By this investigation and by the knowledge acquired through it, the printer has learned that it is absolutely impossible to sell composition for any price below $1.00 per hour and even get cost. This investigation has not only told the printer what his goods cost, but has been the means of him getting sufficient backbone from the knowledge of facts to raise his prices and make money in a department where in the past he considered it a necessary evil and lost money. By the work of the cost committee and by the continuous assertions that composition costs at least $1.00 it has become the belief of the majority of the printers of Chicago that composition does cost $1.00 per hour, and if we can get all of the printers of Chicago to believe and know that our goods cost something and know what that cost is, it is only a matter of a short period before our trade will be on a level with any of the money-making trades and institutions.

Through the medium of our monthly publication we have been publishing figures that have been sent to us on uniform statements of costs and by them we have learned that the

average cost of composition in the city of Chicago is in the neighborhood of $1.10 per hour. If this is a fact, and we are here to prove it is a fact, how in the world is it possible for a printer to exist; to pay his paper bills; to meet his pay-roll; to enjoy some of the comforts of this life; while selling composition at 50, 60 or 70 cents? We knew when we started in this work that the figures we would ascertain would be startling to the majority of printers here, and when we began to present some of the figures that we had collected, it was not uncommon for our friends to not only infer that we were crazy but to make the absolute statement.

One thing you will believe and that is that the committee lived through it and this committee at the present time feels stronger in the fact that behind us we have seventy-five of the best houses in Chicago who back us up in the statements that we present. When your committee took hold of this proposition there were not ten houses in the city of Chicago that could fill out our statment of costs form, and we are pleased and gratified to be able to tell you of the number that are equal to the occasion at the present time.

We hope that the investigation of costs will continue and we further hope that the investigation will not only in the minds and in the efforts of the Cost Committee, but will be taken up by every printer in Chicago.

A resume of the situation from the data received from various plants and from the experience gained in our own plants, from carefully kept and complete records, would indicate the following:

1st. A fair profit on outside purchases and paper stock if sold at 20% advance over cost, allowing 10% for handling and 10% for profit.

2nd. A considerable loss on composition when sold at $1.00 per hour.

3rd. A considerable loss on cylinder press-work when sold at $1.25 per hour for presses of size 25x38 or smaller, and $1.50 per hour for presses 36 x 48 and larger, exclusive of ink.

4th. A reasonable profit on platen press-work when sold at $1.00 per hour, including ink.

5th. A loss in the bindery when sold at 100% over labor cost per hour.

Leaving us in the position of charging a profit on the lesser department, and operating at a loss in the larger and most expensive departments.

It would seem that we are entitled to better returns on the capital invested. And we believe that every other line, especially those organized, demand and receive much better returns.

Now let us make ourselves clear on this proposition and be honest with ourselves. As to composition and we say $1.00 per hour, we expect this to cover all overhead expenses and by all overhead expenses we mean everything: proprietor's salary, rent, heat, foreman's, proofreader's, distributor's and slug boy's wages and every item of expense incurred to produce this hour.

Of course, if you charge 60c for setting the type, and sell 30 minute hours, and then add 25c for distribution, 10c for proofreading, 5c for slug boy, 5c for delivery and so on down the line, you will possibly get enough.

But this is a dangerous, complicated and inaccurate method, and we believe will end in trouble. And further it does not promote uniformity of method, which is necessary to obtain uniform prices and uniform estimates and their ensuing benefit to our trade.

The same applies to press-work and binding. Use for your costs the figure which covers labor cost, also department and office overhead expense, which means every item of expense. And if all do this, we have the simplest and a uniform method.

While the Ben Franklin Club does not attempt to dictate prices or even urge its members to do more than to ascertain costs, believing that if they know the cost of their product they will sell at a profit.

We cannot refrain from stating what in our opinion would be a fair minimum scale of prices for our product.

Stock and outside purchases of less than $100.00—25%.

Composition, including distribution, proofreading and all overhead expense—$1.30 per hour.

Platen press-work, ¼ medium or smaller—$1.00 per hour; ½ medium and Colt's Armory—$1.25, including ink.

Cylinder press-work, taking sheets 25 x 38 or smaller—$1.50 per hour, and larger sizes $2.00 per hour. Not including ink.

Bindery work—150% over labor cost.

We make these recommendations as your cost committee and not as individual printers. And to those of you who hold different opinions we ask a careful study and a full and free discussion of the matter, to the end that if these figures are not correct, we may determine in the near future the ones that are.

In conclusion we wish to say that we believe that there is only one thing wrong with the printing business, and that is some of us are selling our product at cost or less for the sole reason that we do not know the cost.

GIVE THE LADY MEMBERS RECOGNITION.

Minneapolis, Minn., Jan. 26, 1909.

My Dear Mr. Herbert:—Thank you very much for the bound volume of proceedings of the N. E. A. at St. Paul, last summer. It certainly was a memorable meeting and worthy of being preserved in a durable manner. I don't know when I have so much enjoyed a convention, and now have a repetition of much of the pleasure in reading the papers and the accounts of our entertainments. The day at Red Wing I think was the most impressive of all, with the beautiful ceremonies at the dedication of the newspaper building. I shall long remember your very eloquent address on that occasion.

But I noticed one omission in the book—not *your* fault, because you did not have the matter to incorporate in the volume. I *do* think that in some way the women who are members of the N. E. A., and who act as delegates should be recognized.

One not acquainted with the personnel of the Association, and knowing of it only through the printed reports, would imagine it to be composed entirely of *men*. To be sure, the names of women delegates are recorded, but they seem to be mere figureheads, whom I suppose are intended to look pretty and say nothing.

Now there are several of these women who are actively engaged in newspaper work as editors; others in addition own and publish their own papers or magazines. There is that bright little girl from Oklahoma, Miss Thomas, who does all three of these things. Why not give her or some other of our ladies a chance to come in on the program? Can't you give a hint to Ex.-Com. to the effect that in this year of our Lord, women have some influence in the world?

Wishing you a very prosperous and happy New Year, and a pleasant meeting at Kansas City.

I remain sincerely yours,

Sallie M. Moses.

The Chicago Woman's Press league will give a "Lincoln Breakfast" in celebration of the Abraham Lincoln Centennial memorial on Friday morning, Feb. 12, at 11 o'clock in the gold Banquet hall of the Congress hotel. Mrs. Frederick Dent Grant will be the guest of honor and the honorary hostesses will be chosen from those whose families have made Chicago great, as it is the desire of the league to make the event memorable from a historic standpoint. Mrs. Frederick K. Bowes, who originated the famous "Beauty Luncheon," given last year by the league, is the social chairman. Mrs. F. C. Farnum will sing and the toasts will be responded to by distinguished speakers.

The Woman's Press League of Chicago arranged three large social affairs, opening with a reception for Sig. Guglielmo Ferraro, the noted Italian historian, who is the guest of Professor Johnstone of the Chicago University, Saturday afternoon in the parlors of the Auditorium hotel. The third of the series of events arranged by the league will be a benefit performance to be given at the Auditorium theater. A number of celebrities will appear on the program and the proceeds will form the nucleus of a fund for indigent writers.

The Elgin Ill., Press club is making plans for a big entertainment to be given on the evening of February 26.

(Newspaper Criticism, continued from page 135)

tions of this department of the NATIONAL PRINTER-JOURNALIST, but the ads are scattered helter-skelter over the page, with that appearance of having been shoveled into the forms at random and with little thought as to esthetics. I've told so frequently how this ought to be done, that I shall not repeat it here. But the contents of this sheet are just as good as of yore, and the advertising patronage is certainly gratifyingly great. I disagree with Brother Wood that one can become too much interested in anything pertaining to his craft—even Newspaper Criticisms—e'en though he be "an old duck who has never done business for himself anywhere except in one town, and that one not on a railroad." For that class of folk, particularly, should this sort of thing prove most profitable. At any rate, I hope that Brother Wood's interest may never grow less.

And now comes the Harvard, Illinois, *Herald*, by its president, Brother M. F. Walsh, praying that I be lenient in my criticism of its press-work, because and in view of the fact as follows:

HARVARD, ILL., Dec. 18, 1908.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—In writing to you a week ago, when I also send several copies of our paper for inspection, I neglected to say that the *Herald* was and is now being printed on an old Chicago Taylor newspaper press, which we bought as a second-hand rebuit machine seventeen years ago.

I feel that this explanation is necessary when you examine the paper and pass on its appearance and presswork. I also send you by today's mail a sample copy of this week's edition, which contains twelve pages.

Very truly, HARVARD HERALD CO.,
M. F. Walsh, Pres.

Well, well, Brother Walsh, you needen't to have presented any such petition at all. I'm not much of a pressman, practically, but a mighty fastidious judge of presswork, just the same; and I'll assure you that your antiquated Taylor is doing some excellent work for you yet. In fact, very few newspapers come to this department with a better print on them than that of the *Herald*. I made my review of this paper in last month's installment, which is not yet in print as I write this, hence I am at a loss in trying to recall what I may possibly have said in reference to it; but I know what I must have said, judging from later copies of this excellent paper now before me. A cleaner, neater sheet would be hard to find.

ALTUS, OKLA., Dec. 8, 1908.

O. Byron Copper, care National Printer-Journalist, Chicago, U. S. A.

DEAR SIR:—I enclose herewith a copy of a circular set up and printed in the office of the Altus *Times*—a small, ordinary country print-shop, yet well selected as to material, presses and workmen. Please criticise it in coming numbers of the N. P.-J., if you think it worthy. Very truly yours,

SHEPARD & SHEPARD, Publishers,
By Horace W. Shepard, Editor.

Contributors should remember in sending in specimens for review in this department, to send only black and white work, as there are some colors which are bothersome in the photographic process of reproduction. This circular from Brother Shepard is on colored stock, and therefore may not be reproducible; but I hope it is, since it is a very creditable piece of work, in which every minute detail hase been carefully attended to. (Exhibit 15.)

"The day returns again. Greetings of good cheer I present you. As the year waneth may we plan well our future endeavors—may we gain much profit from struggles and uncertainties of the past." Such is the unique burden of season's greetings from Winfred Arthur Woodis, typotect, Worcester, Massachusetts. Beautiful, yes; but I wish you could see the work! Never mind; perhaps—yea, surely Brothers Woodworth and Hanson have also gotten samples—and it is more in their respective lines to describe it. Brother J. Albert Wood of Asbury Park, N. J., also remembered me—and to both of these dear old fellow-craftsmen I return greetings and gratitude.

FARINA, ILL., Dec. 18, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR AND BROTHER:—I am sending you under separate cover a copy of our "Christmas Special," which we issued this week. I expect you can find a good many criticisms to make on this issue, but please bear in mind that two of us got out the whole thing in one week, and charge some of the errors to hurry. I thank you very kindly for your friendly criticism and good words for a recent specimen of our paper in the N. P.-J. Wishing you the compliments of the season, I am, Yours very truly,

S. S. COON.

The Farina *News* is regularly a five column quarto, methinks, but this special holiday edition consisted of twenty full pages. A Kellogg cover topped the whole thing out nicely and the local merchants did their share nobly well in the way of contributing advertising matter for the special effort. Brother Coon and his one fellow helper had their hands full, alright, I can see that, and therefore I must forgive, or forget, the several little flaws in evidence. Special editions are always a fine evidence of enterprise and thrift, not only on the publisher's part alone, but on the part of the town's business people as well, and I congratulate the Farina *News* on this unmistakable mark of progressiveness. Exhibit 16 is one of the best ads in this issue.

The Centralia, Wash., *Daily Chronicle* issued a twenty-page special edition December 24th. The contents were appropriate and well selected. The ads were abundant, but in the main not of a very commendable grade of composition. The compositor evidently endeavors to panel too many lines, with a very amateurish and unsightly result. But since when did the *Chronicle* become a daily? As I remember it, it was a weekly, or a tri-weekly. I wish the publisher would write to me, and put me right, if I am wrong in this; and if right, then tell me all about how it happened.

The Pierce County *Tribune*, of Rugby, North Dakota, is another of the progressive publications which took advantage of holiday time as an opportunity to do something a little out of the ordinary, and came out with a pretty cover, the inner pages of which were filled up with seasonable advertising matter. There's nothing succeeds like being able to embrace opportunities as they come your way.

The Gibson, Illinois, *Courier* issued a twenty-page Christmas special edition, which is really worthy of more attention than I can bestow at this writing. The *Courier* is a big paper, and this special effort on its part is most commendable. The Gibson business people came forward to the support of the undertaking in a manner reflecting most creditably upon them, and while in the main the advertisement composition in this sheet is only mediocre, nevertheless the *Courier* has done its part well.

PRINTERS' BUILDING IN ST. LOUIS.

A large building devoted entirely to the printing business and allied trades has been erected in St. Louis. The building occupies a lot 125 x 76 feet, seven stories in height, and is built expressly for printing purposes.

The building was promoted by A. E. Reton, manager of the St. Louis Branch of the American Type Founders Company, and it involves an investment of about $200,000.

The building will be occupied by printing concerns, electrotypers, photo-engravers and bookbinders. All space in the building has already been rented to some of the leading concerns of St. Louis, and it will be ready for occupancy about April 1st.

"WITH COMPLIMENTS."

Office of Pacific Outlook.

Grants Pass, Oregon, Jan. 2, 1909.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—I desire to start the year right, so enclose herewith draft on Chicago in payment of my subscription for four years to National Printer-Journalist.

With compliments of the season, I am,

Yours truly,

Arthur Conklin.

The *Sentinel* at Morrison, Ill., for over a half century one of the best weekly papers in that part of the state, has taken a step along the road of progress and will appear three times a week instead of once.

STUDIES AND TURNS OVER TO FOREMAN FOR HIS INSTRUCTION.

B. B. Herbert, Chicago, Ill.

Dear Sir:—Enclosed find $2 to keep the wolf from the door of the Journalist in 1909.

When I have examined the numbers as they come each month, I then turn them over to the foreman for his instruction. I notice that each year you get more and more into the Journalist and make it better and better. Long may it ride the waves, and you continue at the helm to direct its course to the best advantage.

Truly yours, W. O. L. Jewett.

COMPLIMENTS AND GOOD WISHES.

The Louisiana Planter.

New Orleans, La., U. S. A., Jan. 3, 1909.

B. B. Herbert, Esq., National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:—Herein please find check for $2 to cover your bill, which is also enclosed herein and which you will please return receipted in due course.

Appreciating your kind compliments and desiring to express my best wishes for your good self and the various members of your family, and always at your service, I am,

Yours truly, John Dymond.

Professor Cooley of the Bozeman Agricultural College, remarks in *Farmers' Bulletin*, that "failure of crops, owing to a lack of knowledge of Montana conditions, means disaster and sometimes ruin to the settler. It, therefore, becomes the duty of the state to instruct the newcomers in the methods which have brought success to others similarly situated. We should bend every effort not towards inducing more settlers to make their homes with us, but rather towards the success and prosperity of those we already have. A prosperous community attracts like a steel magnet."

The "Low Quad Mold" described and illustrated in the advertisement of the Lanston Monotype Company in this issue, is declared to be one of the greatest improvements that has ever been made in the Monotype. It justifies any size of type (5 to 14 point inclusive) in justified lines with quads and spaces (both justifying and fixed size) either high or low as desired.

To those who first see the Mold in operation, it seems almost uncanny to run matter from a keyboard ribbon for low quads and spaces for letter press work, and then, without any change whatever in the Matrix Case or Casting Machine, to put the same ribbon through the Caster again and cast it with high quads and spaces.

When the fact is taken into consideration that every man who has operated a Monotype has worked out at least two different schemes of casting low quads and spaces, every man who has ever worked in an office where Monotypes are used has realized that if he only had the time, he could invent a low quad and space Mold, and that every man who owns a Monotype has dared the Lanston Monotype Co. to perfect a Mold of this character, it will be appreciated that this announcement will create some excitement and a very general interest.

The splendidly printed and illustrated insert in the front part of this issue of the National Printer-Journalist so fully and clearly explains this new device and its operation that it is not necessary to enlarge thereon. Let every one carefully study the insert.

* * *

A NEW COMPOSING STICK

H. B. Rouse & Co., Chicago, manufacturers of a number of well known tools for printers, including the popular Rouse Job Stick, are introducing a new Composing Stick that sets to picas only. As nearly all type matter above thirteen ems is now set to some multiple of picas, the nonpareil measures on

Composing Sticks more than eight inches in length are seldom used. It is to be expected therefore, that an accurate, well constructed composing stick made on the lines indicated and selling at a moderate, price, will meet with a ready sale.

THE PICA-STICK made by H. B. Rouse & Co., Chicago, is simply the Rouse Job Stick, minus the nonpareil adjustment, retaining all the other good features, and is guaranteed by the manufcaturers (who are jealous of their reputation for producing only the best) to be unsurpassed for accuracy, construction or finish.

As the new stick has the merit of cheapness in addition to all the good qualities (save one) of the Rouse Job Stick—for years the best selling stick made— the manufacturers seem to be justified in anticipating a big demand for the new tool, an advertisement of which appears elsewhere in this journal.

A NOTABLE HOUSE ORGAN

In January, 1873, there was published in Chicago Vol. 1, No. 1, of *The Electrotyper*. In the Introductory the Editor says: "It is our desire that *The Electrotyper* should take its place among the trade circulars and professional journals of the day, not only as a mouthpiece of our own trade, but also as a periodical of general interest and information." The general appearance as well as the subject matter of that first issue shows the high mark at which its publisher aimed.

In the course of time the title of *The Electrotyper* became too narrow in scope to fit the needs of an expanding business, and a new and more comprehensive title was needed. Out of this need grew the Printer's Album, the artistic and valuable house organ of the Challenge Machinery Co., Grand Haven, Michigan, now in the 27th year. It is one of the few house organs in the United States which have risen to the dignity of a recognized place among trade papers.

The *Printer's Album* of today is an attractive 16-page publication, printed in two colors. It presents a fine typographical appearance. The matter is interesting from cover to cover. The greater part of it bears directly upon the machines and devices produced by The Challenge Machinery Co., but variety is added by matter of general interest to the craft, many original articles of merit appearing in its columns.

Altogether *The Printer's Album* is a credit to the craft and no progressive printer can afford to be without it when the cost is so low—("a request written on your letter head" is the subscription price.) It is the desire of The Challenge Machinery Co. to have this publication reach every printer who is interested in improved machinery and methods.

* * *

The Hamilton Linotype Magazine Cabinet, advertised in this issue of the National Printer-Journalist will prove a great convenience and economy in every office owning a Linotype. The Hamilton Mfg. Co. have become deservedly famous for anticipating and providing for every need or want of the printers in cabinets, or wood goods and everything in the lines of their manufactures. It is a pretty valuable reputation, too, as a business asset. The Linotype Magazine Cabinet provides a place for the convenient storing and care of all parts and accessories that go with a Linotype outfit, protecting the same from injury and dirt or dust. It is built of hard wood throughout with heavy hardwood working top and all nicely finished. The arrangement is thoroughly systematic. There is a proper place for everything, easily accessible, and always at hand. We need not enumerate here, but it would prove profitable and pleasing for any one to turn to the advertisement and read the careful and enlightening enumeration. The new book entitled, "Composing Room Economy," issued by the Hamilton Hanufacturing Co., is fully reviewed, this month, in our Job Review Department, as being more appropriate there than elsewhere. Unfortunately a miscalculation was made in the reproduction of the two pages attempted to be shown. The print is on a yellow tinted background, and this interfered with the securing desired results, and the reproduction was too great, but enough is shown to suggest the value of the arrangement of these several leading offices, fully and accurately shown in the pamphlet itself, which will be forwarded to any printer on application. It should be in every printing office in the country. There is great economy of time and space in the proper and systematic arrangement of a composing room as well as in having the same fitted out with these labor, time and space-saving and type-protecting cabinets, etc.

* * *

The Star Engravers Supply Co., are sending out price lists giving the sizes that they can supply in cardplate copper, steel dies, commercial steel, photo-engravers zinc, and copper, and photo-engravers' supplies, which they are sending to the engravers throughout the country. They carry large stocks in Boston, Philadelphia, Cincinnati, Buffalo, Chicago, St. Louis and San Francisco, so that they can give prompt attention to any orders.

* * *

KEYSTONE SELLS MORE TYPE THAN EVER

The announcement made by the Keystone Type Foundry in a display page advertisement in this issue of the National Printer-Journalist is surprising, because of the conditions prevailing in the type-founding business and the depression in all lines throughout the year just closed. The fact that "the Keystone sold more type in 1908 than in any previous year" speaks well for that Foundry's products and unmistakably indicates that it is a growing concern and not to be headed off by panicky business nor strenuous competition. The Keystone is not dependent upon favorable conditions, but seems to progress notwithstanding dull times.

The Harris Roman is the above Foundry's latest production and is very near an ideal Body Letter. An advance showing is being made this month in some of the trade papers and the Foundry's Specimen Department is at work upon an effective booklet which gives a more complete showing and will be distributed to the trade at an early date.

* * *

We have received from Geo. H. Benedict, of the Globe Engraving and Electrotype Co., Chicago, an 18 x 28 blue-print of a diagram, showing the cost of halftones—a graphic illustration of the varying cost of the various sizes.

It is, as we have had occasion heretofore to remark, for the good of any trade, that producers know the cost of their products, and hence for the good of the craft, that one of these diagrams should hang in every photo-engraving office in the United States—for use in explaining to clerks, salesmen and customers that any halftone sold for less than $1.75 carries with it a loss that is equivalent to a cash contribution.

The square-inch rate has proved to be the curse of photo-engraving, because it puts the manufacture of cuts on a speculative basis—on large cuts engravers win—on small cuts they lose, and the profit on the large cuts is the "gold brick" that has started more photo-engraving plants, in every city, than can be profitably operated.

There is a cost to getting up the diagram, the blue-prints, the explanation and the postage that will be barely covered by a charge of 25c. Any one who considers the object in view worthy of attention, will receive the diagram for the amount mentioned, on application to Geo. H. Benedict, 407-425 Dearborn St., Chicago Ill.

* * *

TRADE NOTES

H. E. Pratt, recently of Los Angeles and formerly in the printing business in Marshall, Michigan, has joined the sales force of Barnhart Bros. & Spindler, Chicago, and will cover for that type foundry San Francisco and the territory adjacent. He started for the California field January 20th.

Duane H. Jaques, Alhambra, California, is now selling the type products of Barnhart Bros. & Spindler, Chicago, in Los Angeles and the territory adjacent.

Butler Bros., the big wholesale mail order house, Chicago, have installed a Miller Saw-Trimmer, purchased through Barnhart Bros. & Spindler, Chicago. Other recent purchases of this popular machine from the Chicago house include the Nicholson Co., Richmond, Indiana, and the News Pub. Co., Toledo, Ohio.

Chas, Ashraft, Sisterville, W. Va., has added to his equipment a new Gally Universal press purchaser through Barnhart Bros. & Spindler.

Copies of the new Hamilton Book of "Printing Office Economies" can be had by sending request to Barnhart Bros. & Spindler, Chicago.

THE AULT & WIBORG CO.

MANUFACTURERS OF LETTER-PRESS
AND LITHOGRAPHIC

PRINTING INKS

CINCINNATI NEW YORK . . CHICAGO . . . ST LOUIS
BUFFALO . . . PHILADELPHIA . SAN FRANCISCO . . TORONTO
HAVANA . . . CITY OF MEXICO . . . BUENOS AIRES . . . LONDON

THE AULT & WIBORG CO.

CRIMSON MAGENTA, 947-88.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

WANTED—BY AN EXPERIENCED BOOK BINDER—Position as foreman or foreman and finisher. Competent in all branches of the trade. Have held positions in large city shops. Would prefer "Blank Work," and Southwest, or West. Will furnish reference. Address, care NATIONAL PRINTER-JOURNALIST.

NEWS—FIFTY WORDS GENERAL NEWS WIRED evening papers daily. $4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington, St., Chicago.

FOR SALE—MATERIAL OF FORMER AUSTIN DAILY and Weekly Register. A bargain. Owner's health failed Address H. O. Basford, Austin, Minn.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made 1or any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

EXPERIENCED NEWSPAPER MAN, PRINTER, LIBerally educated, having sound business training and accustomed to responsibility, desires position as business manager or editor of daily paper in live town. Address N., care NATIONAL PRINTER-JOURNALIST.

SPLENDIDLY EQUIPPED, MODERN OUTFIT, ONLY office rapidly growing Routt county town, terminus famous Moffat Railway. Headquarters richest coal fields in west, development just commencing. Largest business any office Northwestern Colorado. Income past year over $3,700. Two men handle all work, mechanical and news, leaving annual profits $2,000. Bonanza at $3,500, including lot and fine office building opposite postoffice. LEADER, YAMPA, COLO.

PRACTICAL PRINTER, GOOD APPEARANCE AND pleasing address, desires position of business manager and news editor of influential daily in city of Middle or Southern States. Have had years' experience as publisher, editor and business manager, and can produce results. No drone. No cheap man. Can estimate on job printing. Middle-aged and married. Give all facts in first letter. References. Address X, care NATIONAL PRINTER-JOURNALIST.

HELP WANTED.

The American Type Founders Company want experienced type and machinery traveling salesmen at their Chicago, Kansas City and Philadelphia Houses. Address as above.

ENGGRAVING METHODS.

ANYBODY CAN MAKE CUTS WITH MY SIMPLE Transferring and Etching Process; nice cuts from prints, drawings, etc., are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs, any drug store, 75 cents. Circulars and specimens for stamp. My Simplex Mailer only $2.50. THOMAS M. DAY, Box P, Windfall, Ind.

FOR SALE—27 x 40 TWO-REVOLUTION WHITLOCK Two-Roller Press, used 1½ years Capable of fine work at high speed, in first-class condition, no parts broken or damaged. Reason for selling, we need a larger machine. Address, WESTERN TELEPHONE JOURNAL, Vinton, Iowa.

$9,000.00 INCOME IN 1908 FROM PACIFIC COAST ASSOCIATED PRESS DAILY.

Owner's efforts were nominal. Adequately equipped and strongly established. A good buy at $2,800.00; $1,400.00 cash, balance deferred. Proposition No. 446.

C. M. PALMER, Newspaper Broker

277 Broadway, New York

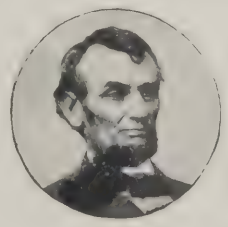
BIG CLEARANCE PRESS SALE

8 ELEGANT Cylinder News and Book Presses.
6 IDEAL and WASHINGTON Presses.
Sizes of presses. 6 fol. to 6 quto.
5 New 2 h. p. Gasoline Engines.
GREAT Cash Bargains—All guaranteed.
☞ Speak quick and get choice.

KING & WALKER CO.
Madison, Wisconsin

BOOKKEEPING SYSTEM FOR PRINTING OFFICES—Easier to keep than no books at all. Used by 500 publishers. Many voluntary endorsements like these: Marshall (Tex.) Messenger: "I have used it five years; would not be without it. The neatest, most compact and most complete record of business I have ever seen.' Cyanthiana (Ky.) Log Cabin: "Your books so systematize the work that it involves the smallest possible amount of bookkeeping, and has saved us the price many times over." Bosworth (Ky.) Herald: "The most convenient and useful of any we have ever used." The full set, $8.00. Order at once, to begin the new year. C. S. MEYER & SON, Herkimer, N. Y.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.



Lincoln's Springfield

There he lived and there his body lies entombed. Besides the interest which attaches to a visit to the grave, the Illinois State Capital contains Lincoln's old home and many other places of deep interest to visitors. If your ticket reads over the

Chicago & Alton Railroad

between Chicago and St. Louis, stop-over at Springfield can be arranged without additional charge. The time-tables are arranged so that passengers can spend a few hours in sight-seeing en route between Chicago, St. Louis and Kansas City. Take advantage of the above suggestion offered exclusively by **"The Only Way"**

Send for circular of information.

GEO. J. CHARLTON,
General Passenger Agent, Chicago.

THROUGH TRAINS

TO THE

ALASKA-YUKON-PACIFIC EXPOSITION

SEATTLE, MAY 25 to SEPTEMBER 30, 1909

Before the Exposition opens the **BURLINGTON ROUTE** will inaugurate a service, never before attempted by any line, of electric lighted, limited trains running through, solid, from **Chicago to Seattle via St. Paul** and from **Kansas City to Seattle via Billings.**

BURLINGTON ROUTE TRAINS have all the features which go to make up perfect service—**electric light, modern equipment,** including OBSERVATION LIBRARY CARS, DINING CARS, serving meals on the popular pay-only-for-what-you-order plan. Let me quote rates, please, for any contemplated western trips.

Burlington Route

P. S. EUSTIS
Passenger Traffic Manager,
Chicago

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,
317 W. 124th St., - New York

"We have been using your R. R. B. Padding Glue from the time you first made it. We have tried several other kinds that have been introduced, but find yours is the best."

The James Kempster Printing Co.
New York.

When you try it you too will say

R. R. B. PAD. GLUE

IS the best. Try it now.

Robt. R. Burrage, 81 Gold St., New York

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

GOOD WORK AND PROMPT SERVICE

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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MACHINERY

Overhauled and
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340-342 Dearborn Street
CHICAGO, ILL.

SEND FOR JANUARY LIST

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

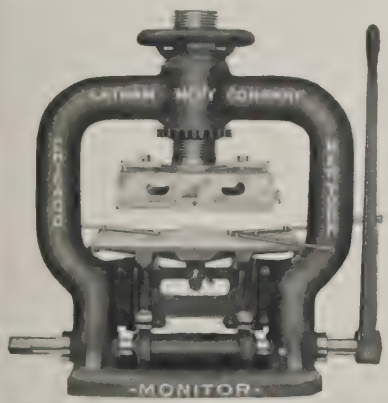
Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

Latham's New Improved Monitor Bench Embosser

New and novel features that the bookbinder can not afford to overlook.

Circulars describing the many new and distinct features and improvements embraced in this Embosser sent upon application.



DIMENSIONS.

Gas Head, 13 x 13 inches.
Bed Platen, 18 inches wide, 15 inches deep.
Extreme distance between upper and lower head, 5 inches.
Stroke, 1¼ inches.
Space between uprights, 20 inches.
Height, 38 inches.
Width, 33 inches.
Weight, 450 pounds.

MONITOR MACHINERY EFFECTIVE FOR THE PAYING BINDERY

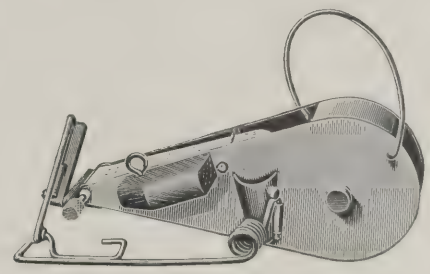
MANUFACTURED BY

LATHAM MACHINERY CO.

BOSTON 220 Devonshire St. | **197-201 S. Canal St. CHICAGO** | **NEW YORK** 8 Reade Street

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2 n. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25.00

Write me for particulars.

Manufactured by **N. J. DOBEL,**

223 Massachusetts Avenue, - - BUFFALO, N. Y.

MONEY MAILER — PAT. APPLIED FOR 1901

DOUBLE YOUR SUBSCRIPTIONS and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, Ky.

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SHOULD USE
★ **GLOSSOID BRANDS** ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
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ALWAYS THE BEST

Okie's 40c. Cut Black

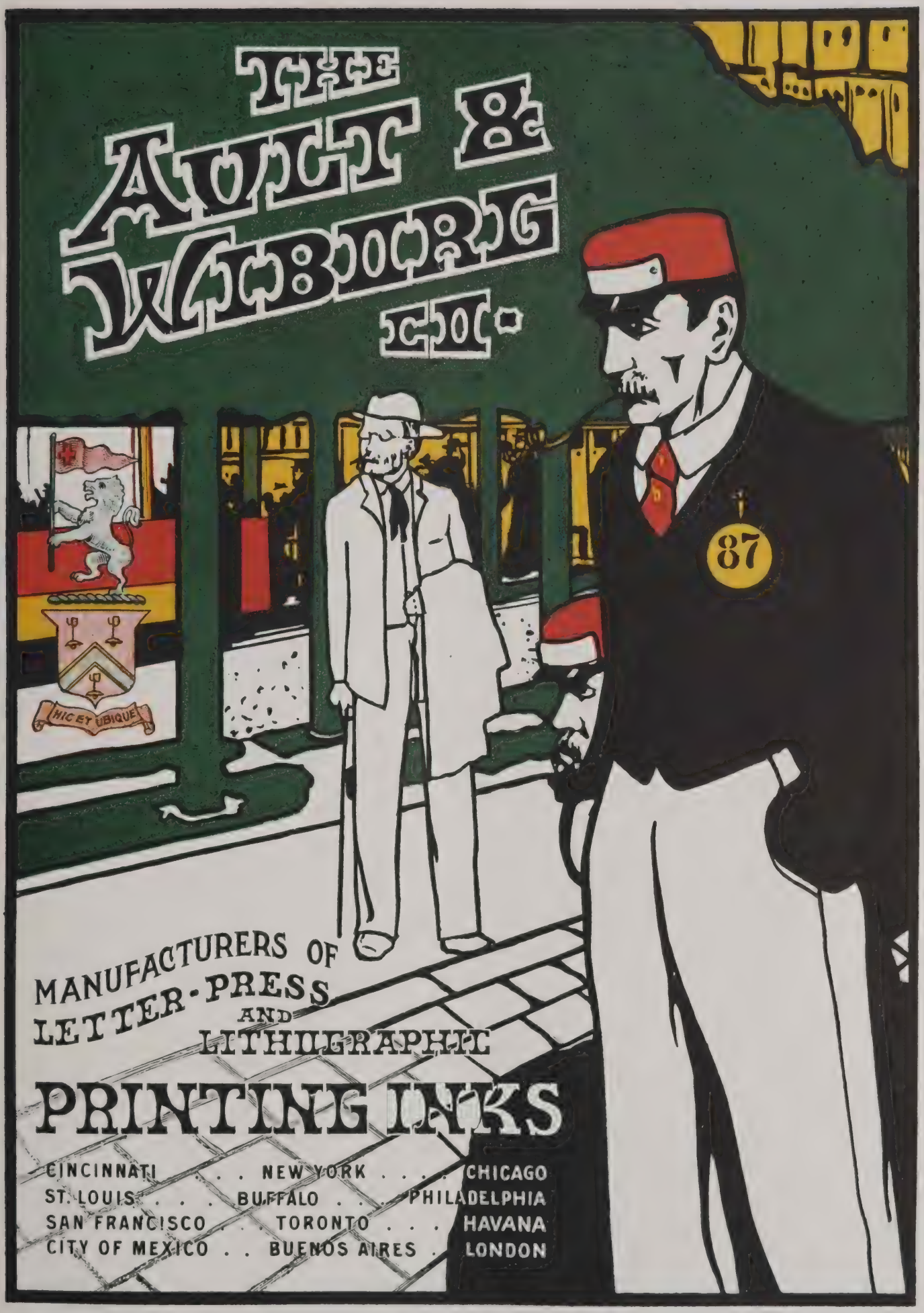
You have no doubt heard of the superiority of Okie Inks, used by all the leading printers of the world.

We carry three grades of this ink always in stock, which enables us to meet the most exacting demands.

We manufacture every ink used in the art. This page is a specimen and speaks for itself.

F. E. OKIE CO.

KENTON PLACE PHILADELPHIA, PA., U. S. A.


THE
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CO.
87
HIC ET UBIQUE
MANUFACTURERS OF
LETTER-PRESS
AND
LITHOGRAPHIC
PRINTING INKS
CINCINNATI . . NEW YORK . . . CHICAGO
ST. LOUIS . . . BUFFALO . . . PHILADELPHIA
SAN FRANCISCO . . TORONTO . . . HAVANA
CITY OF MEXICO . . BUENOS AIRES . LONDON

HAVE YOU TRIED

NO-WASH-UP?

It's something NEW and a BOON to every printer

A FEW DROPS of "No-Wash-Up" applied to the rollers of any press at night, and run for a few minutes "tripped," puts the press in perfect readiness to run the next morning without the necessity of washing up. :: :: :: ::

BETTER ORDER A TRIAL CAN.

75 cts. per half-pound can. $1.50 per one-pound can.

Manufactured by THE AULT & WIBORG CO.

PRINTED WITH ZENITH RICH GOLD, 954-72.

K L E A N K U T

THIS is a preparation recently put on the market by us, for cleaning cuts, as its name implies. It will effectually remove all old dried-up ink from electrotypes, wood cuts, etc., without affecting them in the least. Try a sample and be convinced of its merits. Sold in pound and half-pound cans at *$1.00 per pound.* :: Prices in larger quantities on application.

Manufactured by THE AULT & WIBORG CO.

CINCINNATI NEW YORK CHICAGO ST. LOUIS PHILADELPHIA
BUFFALO SAN FRANCISCO TORONTO HAVANA
CITY OF MEXICO BUENOS AIRES LONDON

PRINTED WITH ZENITH PALE GOLD, 954-71.

WE OFFER YOU THE LARGEST LINE OF

CUT CARDS

THE MARKET AFFORDS

BUTLER·BRANDS
PAPER
THE BEST

To gain instant attention "YOUR CARD, SIR" should be a **Butler Brand**

Our Cards are made ROUND AND SQUARE CORNER, accurately die-cut, and packed in neatly labeled presentable packages. Splendid value in all qualities. If you want cards which will satisfy and make customers for you, we want your request for samples.

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SOUTHWESTERN PAPER COMPANY . . . . . DALLAS, TEXAS	AMERICAN TYPE FOUNDERS COMPANY . . . . . SPOKANE, WASHINGTON
SOUTHWESTERN PAPER COMPANY . . . . . HOUSTON, TEXAS	AMERICAN TYPE FOUNDERS COMPANY . . . VANCOUVER, BRITISH COLUMBIA
PACIFIC COAST PAPER COMPANY . . . . . SAN FRANCISCO, CALIFORNIA	NATIONAL PAPER & TYPE COMPANY (Export only) . . . . . NEW YORK CITY
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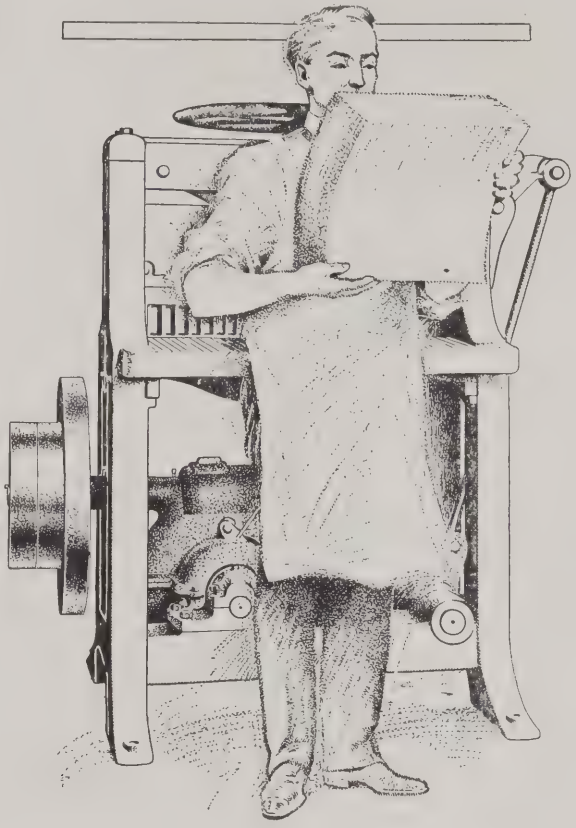
OAKLAND PAPER COMPANY . . . . . OAKLAND, CALIFORNIA	NATIONAL PAPER & TYPE COMPANY . . . . . CITY OF MONTERREY, MEXICO
CENTRAL MICHIGAN PAPER COMPANY . . . . . GRAND RAPIDS, MICHIGAN	NATIONAL PAPER & TYPE COMPANY . . . . . HAVANA, CUBA

J. W. BUTLER PAPER CO.

CHICAGO

POWER CUTTERS



"STRAIGHT AS A DIE!"

NOTE that this new power cutter is simple in construction. All parts are strong and properly placed. It makes a compact, though very powerful machine. The power mechanism is attached where it is out of the operator's way, and is enclosed in a dirt-proof metal case. The purchaser obtains the latest improvement in power cutters; patent issued July 14, 1908.

The metal is so distributed as to withstand strain of heaviest cut without springing. In fact, this is designed as a general utility cutter for the job printer. The speed is twenty cuts per minute and the cut is "straight as a die"—no frayed edges to spoil the appearance of the job.

We have profited by the marked success of our lever paper cutter and designed our new POWER CUTTER along the same lines. It is very simple in construction, having no extra parts, and all parts as nearly interchangeable as can be made. Every cutter is built as perfectly as experience and special machinery can accomplish, and thoroughly tested before it leaves the factory.

A deep throat and ample table permit the printer to cut thick "jogs" of large-sized sheets. We claim there is less danger in operating than with any other power cutter, as the controller knob must be pulled forward and then given a quarter turn before clutch engages with gear and knife descends. It never repeats, as the mechanism is so arranged that knife cannot fall, thereby preventing possibility of accident.

THE CHANDLER & PRICE CO.,
Cleveland, Ohio

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
500 NORTH TWELFTH ST., - PHILADELPHIA, PA.

Rebuilt Model 1, 2-letter Linotypes, with new matrices, new spacebands and Universal mold for $2000.00. F. O. B. Chicago.

We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

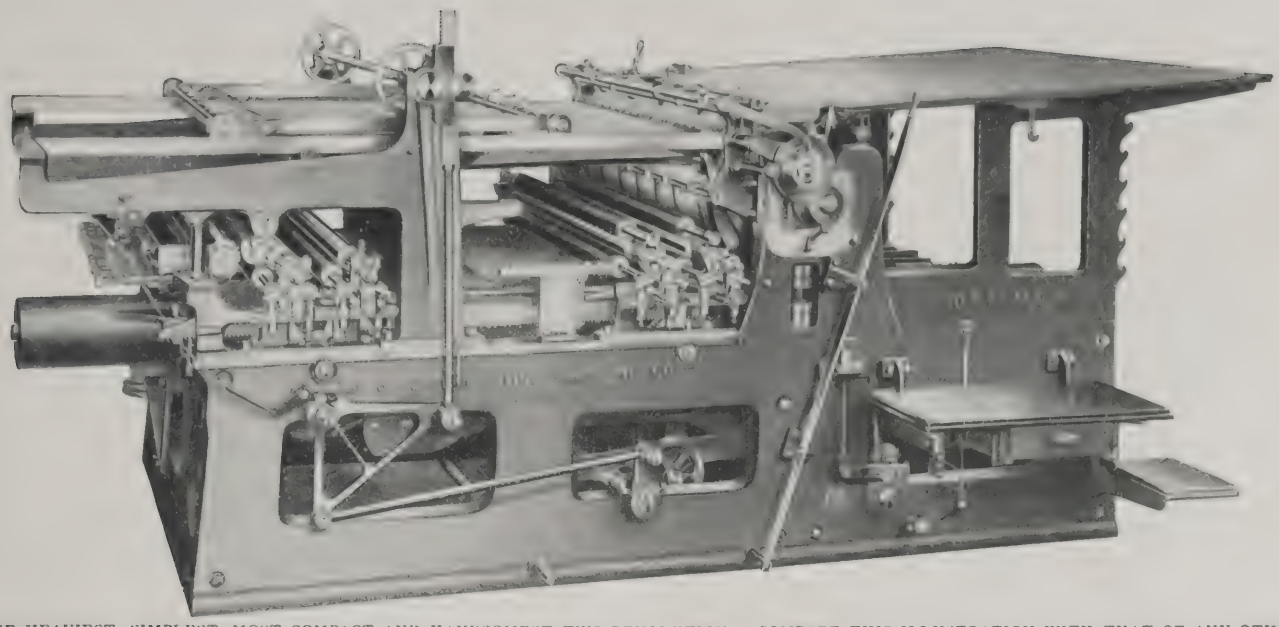
We Repair Spacebands

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE
CHICAGO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents London. Miller & Richard, Canadian Agents, Toronto Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

We take you into partnership on the proposition that the Optimus will better satisfy you than will any other two-revolution, no matter what your work. You will find it no less than claimed. No matter what we promised the performance will equal it. In fact, you will find the press more, and will delight in the pleasures of discovery.

If our claims are unknown to you they will be furnished promptly. We assume all responsibility for them. The heaviest forms, the work that others cannot do as well, are easily within Optimus capacity. The highest speed is backed by every quality essential to make it fully effective. It remains a good press after many years of hard work, during which not a dollar has been expended for repairs, and no time lost through fault of the press itself.

The Babcock Optimus

SET IN AUTHORS ROMAN ITALIC.

HALF-TONE-ENGRAVERS
ZINC-ETCHERS
DESIGNERS
ELECTROTYPERS

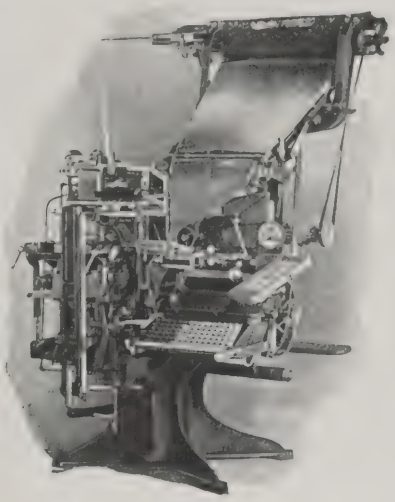
The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

BRANCH OFFICES IN SEVEN CITIES

SANDERS
ENGRAVING CO.
221-223 OLIVE ST.
ST. LOUIS

"A FEW FACTS

Truthful Statements"



Quick Change Model 5
Single Magazine

Mr. Edgar Johnson, Orange County Tribune, Fullerton, Cal., writes:

$5000 Would Not Buy It

Sets Nearly All His Ads

Does Job Work

Delayed Purchasing

One Year's Repair Bill Less Than $3.

A Real Money Maker

GENTLEMEN:

I installed a Linotype about a year ago. Now I wish to give you a few facts—truthful statements. I would not take my machine out for $5,000 spot cash, and do without it. When I purchased the machine last year I only expected to use it then about three days a week; but it was only in the office a few days until we began using it EVERY DAY in the week, not having any idea what the machine would do until it was installed.

Many persons who think of purchasing a machine do not stop to consider what can be done on the Linotype. We use 7, 10 and 12 point mats, setting nearly all our ads, both large and small, and set a large part of of our job work, in addition to our eight pages of reading matter and work for outside papers.

All of these years we have been getting along without a machine—at the same time having the ready money to purchase one. Why? Because we were told we would have to keep an expert operator-machinist, and all that sort of rot. We have a good operator, although he is not an expert machinist. He can set up 12 or 14 galleys a day with ease.

The machine, the past year, has not cost $3 for new parts or repairs; we notice only a slight increase in the gas bill. We would keep a Linotype if we only used it three full days a week—believe it would be a paying investment. During the past year the machine has not delayed us at any time for FIVE MINUTES.

It is a real MONEY-MAKER, standing at the head of the list of all printing machinery—and we claim to have a pretty good office.

You have not solicited any statement from us, but we take pleasure in giving you these facts, because we are a friend of the Linotype.

Yours truly,
ORANGE COUNTY TRIBUNE.
EDGAR JOHNSON.

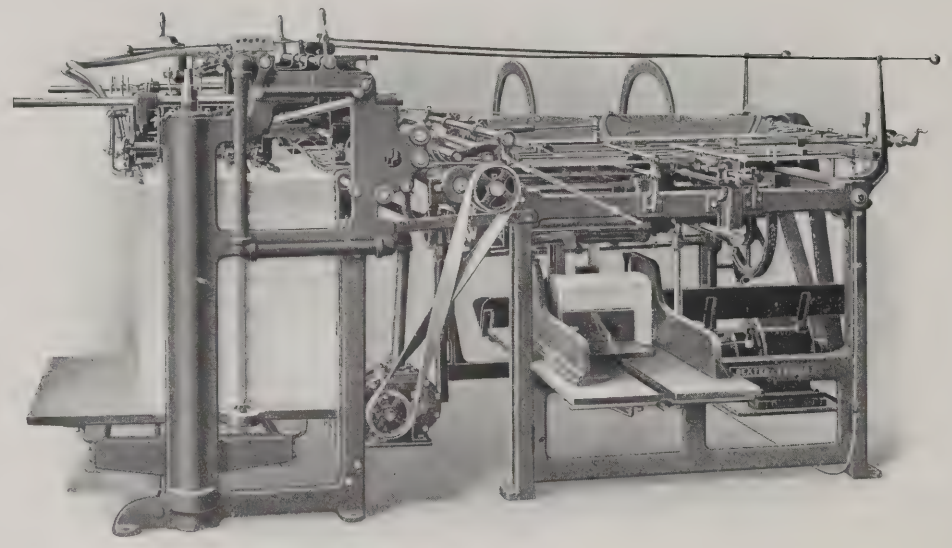
"The Linotype Way is the Only Way"

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company
TORONTO: The Mergenthaler Co., Ltd.
BUENOS AIRES: Louis L. Lomer
CAPE TOWN: John Haddon & Co.
HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
STOCKHOLM: Aktiebolaget Amerikanska Sattmaskiner.
ST. Petersburg: Leopold Heller

An Outfit of Dexters Combined



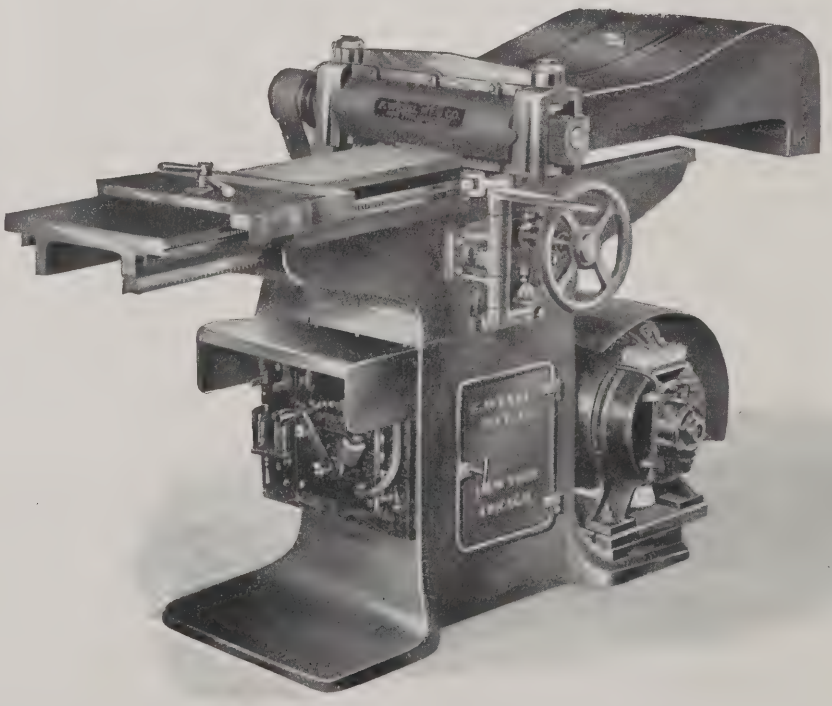
THE No. 91 DEXTER JOBBING BOOK AND PAMPHLET FOLDER
WITH DEXTER AUTOMATIC FEEDER ATTACHED

THE DEXTER FOLDER COMPANY, - PEARL RIVER, N. Y.

Manufacturers of Folders, Feeders and Paper Cutters

BRANCH OFFICES: CHICAGO, NEW YORK, BOSTON, PHILADELPHIA, SAN FRANCISCO

WESEL'S PATENT TYPE-HIGH PLANER



ITS MERITS

Noted for its quickness and accuracy in planing blocks to type-high measurement.

Indispensable to the Engraver and Plate-maker in delivering satisfactory plates.

Avoids any dispute between engraver and printer because of uneven blocks.

Built on a pedestal base —has two knives with a definite setting device.

Gives exceptionally good satisfaction.

Send for circular and price, or ask us for other information about this Planer.

F. WESEL Manufacturing Company

70-80 Cranberry Street
Borough of Brooklyn, N. Y. City

NEW YORK
10 Spruce St.

CHICAGO
329 Dearborn St

The Proof of a Cut Is the Printing of It

Not the carefully prepared proof sent out by some Engravers, but the results **YOU** get in ordinary commercial printing. The *extra deep etching, clean printing vignettes,* and adaptability for *"long runs"* possessed by our half tones—make us:

The "ENGRAVERS for the PRINTER"

We are not "job printers" nor do we solicit "printing," but we make engravings for *all* purposes,—by every *method*—in all *styles* of any desired *quality*—for type press printing in one or more colors—for all

Commercial, Advertising and Illustrative Purposes

—Established 1889—

GATCHEL & MANNING

Designers and Engravers

27 to 41 S. Sixth St.

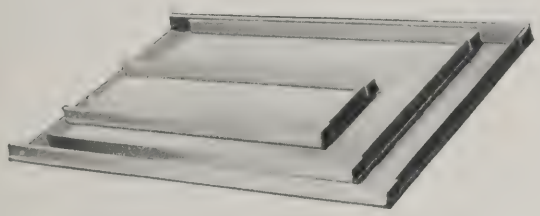
PHILADELPHIA

Duplicate electros for sale. Price $1.00.
Other subjects suitable for Easter in stock.
Send for circular.

A stamp will bring any of the following which appeals to you:

How to Order Machinery Cuts—Which shows different *styles, finishes, grades* and *screens* and explains their uses.
How to Print Our Multi-Color Work—Showing color proofs of each plate and successive proofs as each is printed on the others.
You and the Dummy and Us—Showing how we help you in "Dummy" troubles.
Our "Bull" Card—Showing the suitability of the various screens to the different finishes of papers.

PLATE ZINC GALLEYS



For storage and for proof taking the Challenge Plate Zinc Galley is a good, low priced device. The popular sizes have a depression or groove running along the side, which s characteristic of our beaded edge galleys. This gives a rue, square corner, with added strength and rigidity. The material used is double compressed plate zinc, hard, smooth and free from scale. These galleys never fail to make good with their purchasers.

GALVANO STEEL GALLEYS

A specially prepared heavily galvanized rust-resisting sheet steel, worked on machines constructed for this sole purpose, forms the Challenge Galvano Steel Galley. It is the lowest priced dependable galley on earth. For storage of standing forms, linotype matter, etc., they are particularly desirable. Like the Challenge Plate Zinc Galley, they have our new beaded edge on the popular sizes. Special prices on quantity shipments.

Manufactured by

The Challenge Machinery Co.

Grand Haven, Mich., U. S. A.

FURNEAUX STORAGE CABINET

The HAMILTON Line of Modern Printing Office Furniture

The rapid development of the appliances used and the methods applied to modern printing has taxed the ingenuity of every concern catering to the printing trades in the effort to maintain the required standard of perfection. But few concerns in any one line have successfully survived the fierce competition in quality.

In the furniture line the name of Hamilton stands alone, without the semblance of a rival. There must be a reason—that reason is QUALITY.

The Hamilton line of modernized Printing Office Furniture leads but is never complete—it's always developing.

SOMETHING NEW NEXT MONTH. WATCH FOR IT

Furneaux Lead and Slug Storage Cabinet

Lor Leads and Slugs and Metal Furniture

There has always existed a lack of storage room for leads and slugs, metal furniture, etc. Likewise the line of modernized Printing Office Furniture has lacked a convenient Lead and Slug Bank of large capacity. Both of these wants are supplied in the Furneaux Lead and Slug Bank and Storage Cabinet.

This equipment has given such great satisfaction and has proven its economical value so thoroly in the plant of The H. O. Shepard Co., of Chicago, that we have decided to offer this Cabinet as a standard article to our customers. This Cabinet has an enormous storage capacity and is most substantially constructed to support the great load of metal it will accommodate. Send for descriptive circular.

Chicago, Ill., February 3, 1909.

The Hamilton Mfg. Co., Two Rivers, Wis.

Gentlemen:—The fact that from time to time you have accepted and manufactured from the proved ideas of practical printers, assures the trade that in purchasing goods of your house they are purchasing the best result of ripened experience. The double decked Metal Furniture Cabinet, with Lead and Slug Bank, designed by our Mr. Geo. A. Fourneaux, is especially useful. It occupies about one-tenth of the space that would be required to handle the same amount of material on old-fashioned furniture racks and lead and slug banks. The compactness and thoro workmanship of this furniture makes it a valuable time saver, while the handsome design and finish adds greatly to the appearance and gives a business-like air to the room. Printers are perhaps prone to overlook the aid which modern composing room furniture has been in developing the craft by the saving of time and space—costly elements of production.

Yours very truly, The H. O. Shepard Co.

WOOD TYPE Perfection in the height of wood type has at last been attained. We absolutely guarantee our type in this respect WITHOUT RESERVE.

These two letters tell the story:

Orange, N. J., Jan. 4, 1909.
The Hamilton Mfg. Co., Two Rivers, Wis.

Gentlemen:—The new Wood Type bought about six months ago thru a New York salesman, is just type high and works with metal to our entire satisfaction. Yours truly,
Wm. Force, care of Orange Pub. Co.

Sanford, Me., Jan. 9, 1909.
The Hamilton Mfg. Co., Two Rivers, Wis.

Gentlemen:—We have a few fonts of Wood Type which we purchased from a competing house, but which have caused us a great deal of trouble as they were not type high. We do not feel like throwing them away. If you could refinish them and make them type high, we would like to have you do so, provided the cost would not be too great. Will you please advise us. Yours very truly, Averill Press.

Send for Wood Type Catalog

THE HAMILTON MANUFACTURING CO.

Main Office & Factory, TWO RIVERS, WIS. Eastern Office & Warehouse, RAHWAY, N. J

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A valuable line gauge, graduated by picas and nonpareils, mailed free to every inquiring printer

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

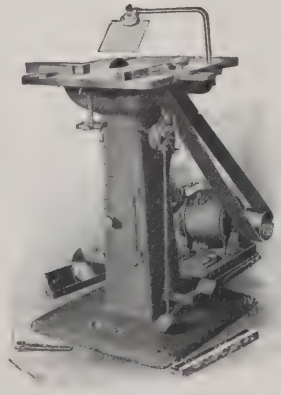
Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

The Goss Printing Press Company

Sixteenth Street and Ashland Ave., Chicago, Illinois

New York Office: Metropolitan Building, No. 1 Madison Avenue, New York City, N. Y.
London Office: 90 Fleet St., London. E. C., England



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

R. R. B. PAD. GLUE

gives satisfaction—it never gets stringy—nor lumpy—it spreads freely and smoothly.

It makes the best pads because it is made of the best materials. Why don't YOU use it?

Robt. R. Burrage, 81 Gold St., New York

We Do Not want our inks to SATISFY

YOU.....We make them to PLEASE

To cause you to recognize the VALUE

OF Queen City Ink

THE QUEEN CITY PRINTING INK CO.

INK MAKERS PROUD OF THEIR PRODUCT

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The Largest Electrotype Foundry on Earth
An Engraving Plant Equal to Any on Earth

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street
Chicago, Ill.

OUR PRICES ARE POPULAR

IF YOU are a buyer of Engravings you should have our **New Scale of Prices,** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

You Must Have the Face

that will appeal to him. The banker or merchant who has always clung to lithographed work can be reached by the printer if the right face is shown him. Try one of these:

Bold Litho

Litho Roman Condensed Litho

TITLE LITHO ROMAN

SEND FOR SPECIMENS

INLAND TYPE FOUNDRY

Saint Louis Chicago New York

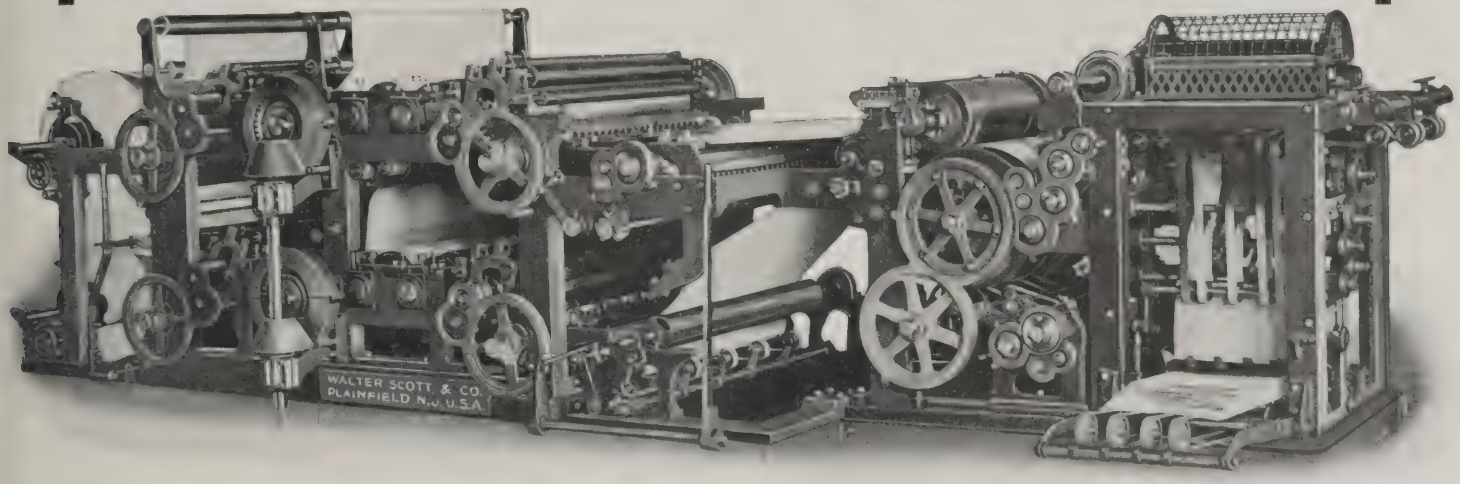
Enormous Speed!

Single Set of Plates!

Write us immediately and get full particulars about the new

Single-Plate **SCOTT** Double-Speed

ROTARY NEWSPAPER PRINTING, INSETTING AND FOLDING MACHINE



Produces 16 page papers from 16 plates at 24,000 per hour, all other combinations at relative speed. Can be enlarged to give more pages. One-third of stops for roll changes eliminated, further increasing actual production. This enormous speed produced without increasing running speed of webs or ink rollers. All motions rotary.

We are prepared to furnish these machines in any size and to produce any desired combinations of pages. Let us know your requirements and we will forward details. Ask about our 24 page machine with the capacity of a regular sextuple machine and its speed.

In addition to speed, these machines have a great many excellent features, such as no collecting mechanism, all products are delivered inset in one section, arrangement the most convenient possible, and our many patented features, such as Direct-Independent Drive, Continuous-Adjustable Ink Distribution, Rotary Folding Blades, Staggered-positioned Printing Cylinders, Independent and Collective Tension Control, Sheet Cutting Grooves, Adjustable Cylinder Fold, etc., etc.

NEW YORK
41 Park Row

WALTER SCOTT & CO.

MAIN OFFICE AND FACTORY

Plainfield, New Jersey, U. S. A.

Cable Address—Waltscott—New York

CHICAGO
Monadnock Block

The Boston Wire Stitcher

is the *best* machine for the shop in which *good* work is handled, for the shop in which the *better* class work is handled, and for the shop handling the *best* classes of work. It is an *automatic* machine, stitching wrapping paper and Japanese vellum identically, *perfectly.*

For Information in Detail, write the American Type Founders Company

Megill's Patent GAUGES For Platen Presses

Automatic Register Gauge

$4.80 each. Guaranteed. Sets imperfectly fed sheets to perfect register.

Actual size

DOUBLE-GRIP GAUGE.

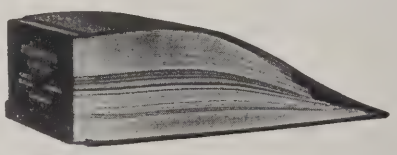
$1.25 set of 3.

Place two of these at the bottom and the "Automatic" at the side and you have the quickest, cheapest, most complete, all-around means of doing press-work, including fine color-work, yet devised.

Free Booklets

EDWARD L. MEGILL, Mfr.
60 Duane Street, NEW YORK

James White Paper Co.



TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

THE SEAL OF THE ADVERTISER'S APPROVAL A SIGN OF SATISFACTION

Do you Appreciate Intelligent, Careful Co-operation and Prompt Service in your Catalogue Work, your Ad Designs, Half-tones and Engravings?
OF COURSE YOU DO!
THEN LET US HELP YOU.
Phone Nos., Randolph 747-748. Auto. 6940.

Present Phone Numbers—Randolph 748, Randolph 747

Rebuilt Cylinder Presses

Thoroughly Rebuilt from the Ground Up and Guaranteed.

Every Press in Stock,

17x24 Hoe Drum, box frame, tapeless	$ 400.
25x30 Cottrell, two- revo., table distribution, rear tapeless	800.
25x35 Taylor Drum, air springs, tape delivery	400.
27x37 Prouty Country, 7-column press	340.
29x42 Hoe Drum, box frame, tapeless, 8-column	600.
33x48 Potter Drum, tapeless, air springs	750.
33x48 Campbell Country Drum	425.
37x50 Campbell, four roller, front delivery	800.
38x52 Huber Sheet Perfection, 8 pages	2,000.
38x55 Cottrell, two roller, rear delivery, 7-col	900.
44x60 Whitlock, front delivery, four rollers	1,600.
5-quarto Ideal hand Cylinder	100.
6-quarto Ideal hand Cylinder	120.
8x12 Challenge Gordon	100.
10x15 Peerless, with throw-off, side steam fix	150.
10x15 Jones Gordon, fountain, side steam	145.
13x19 Colts Armory Universal	275.

Send for complete illustrated list and terms.

A. F. WANNER & CO.

340-342 Dearborn St., - Chicago, Ill.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

DOUBLETONE INKS AND ULLMANINES

—The Only Inks—

Used in every country
They help the printer to
Get New Business
They help the publisher to
Increase his circulation
They increase the value
Of his advertising space
5,000 Catalogs printed with
Doubletone Inks
Get more business than
20,000 printed with inks of the past
The Halftone itself has
Multiplied in value since
Doubletone Inks and Ullmanines
Have been invented for it.

SIGMUND ULLMAN CO

NEW YORK
CHICAGO
PHILADELPHIA

EVERY printer admires a beautifully printed illustrated booklet or catalogue, and if he has not yet learned how to equal the grade of work he admires, he naturally strives to do so.

Among other essentials, it is necessary that the cuts and electrotypes he uses enable him to secure high grade results without exceeding difficulty. In other words, he must have plates that will print well easily.

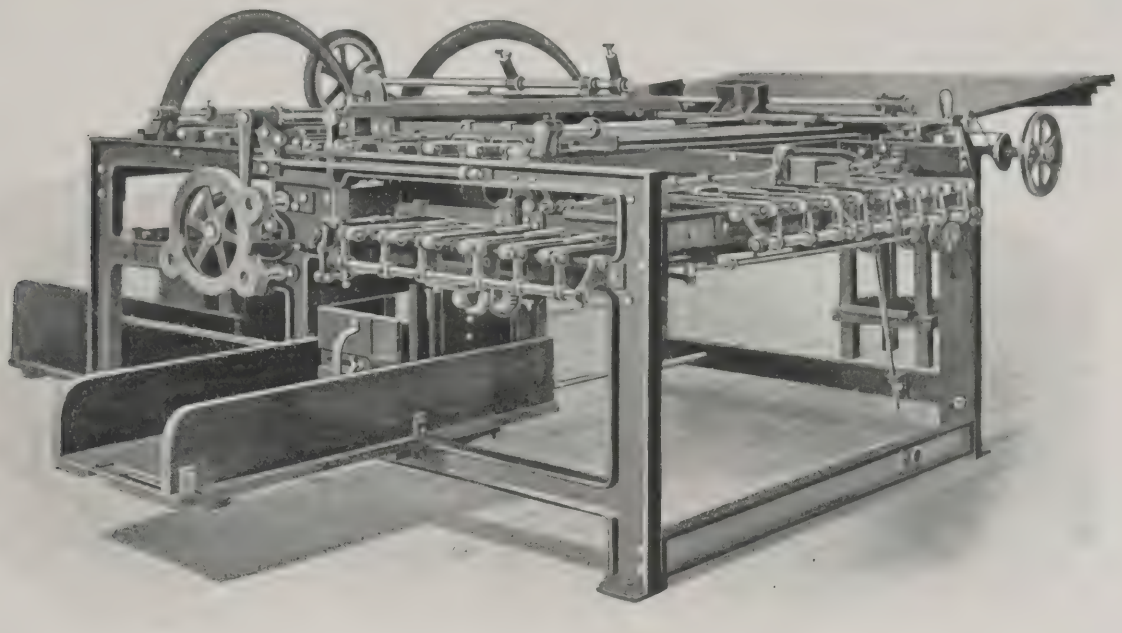
Printers throughout the country are more or less familiar with the high grade work produced by the Hollister Press. We furnish practically all the plates and engravings they use, and working in close touch with their press room, we know the natural troubles and give them plates that print right and without difficulty.

All printers who read this advertisement can demonstrate for themselves by sending us a trial order.

MANZ ENGRAVING COMPANY
75 EAST MONROE STREET
CHICAGO

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: THOS. CROFTS, 150 Nassau Street
Chicago Agency: CHAMPLIN TYPE & MCHY. CO. 121 Plymouth C

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

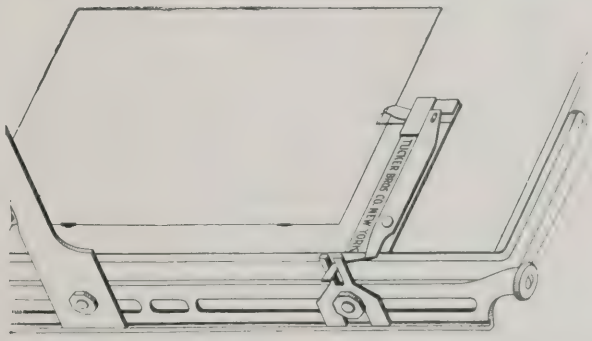
Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England

The Tucker Automatic Register Gauge

A Time and Paper Saver—You Cannot Afford to Do Without It



This is positively the only gauge used on platen presses that PULLS the sheets to a register. Every pressman knows that you cannot PUSH a thin sheet of paper to a register mechanically. This gauge does not push the sheet, as all others do; it does not matter how fast your press is run it does not "kick" a stiff sheet away from it, but, on the other hand, it pulls it to it and gets a register. If a sheet is placed within ⅜ of an inch of the gauge it will pull it to it.

It works independent of the grippers, and can be put on or taken off instantly.

Write your dealer.

Manufactured by Tucker Bros. Co.

OAK AND GEORGE STS., BRIDGEPORT, CONN.

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati	New York	Chicago	St. Louis
Buffalo	Philadelphia	San Francisco	Toronto, Can.
City of Mexico, D. F.	Havana, Cuba	Buenos Aires, S. A.	London, Eng.

TWO IMPRESSIONS ONLY. SAME PLATE.

THE QUEEN CITY PRINTING INK CO.

CINCINNATI,

CHICAGO, BOSTON, PHILADELPHIA, KANSAS CITY.

HALF-TONE BLACK, 5065.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA - KANSAS CITY, MO.

National Printer Journalist
A Journal for Printing and Allied Trades

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THE MAKE-UP OF THE PAPER

BY F. D. TROOP, JOURNAL, MUSCATINE, IOWA.

IT was true many years ago, but not as true now that many publishers in business throughout this western country did not pay as strict attention to the general make-up of their papers as they should. This came from so much time being taken in hustling for business and news matter and the lack of facilities in the office so that a good make-up could be accomplished. With the wider use of the linotype, the growth in the business and the system of the offices, the general appearance and make-up of papers improved. The work of plate houses and feature concerns who studied and made up attractive features for newspapers has also added much to the appearance of the daily newspaper of today.

Subscribers notice the make-up of your paper. The publisher who is careless about this detail is censured by his readers and it is often an argument made use of by a competitor in securing business. Any little change in the manner in which your news matter or advertiseing is placed is always noted by your readers and given its full share of commendation or condemnation as the change suits or does not suit the reader.

In the matter of headings, I am a firm believer in large and attractive heads. I do not believe in over-doing the matter the way certain so-called "yellow' newspapers do, but I believe that every day there are certain news stories in every paper that are worthy of playing up under attractive headlines. Let the size and importance of the item gauge the size and display of the head, and when you have a good big item, swing on it for it will pay and your readers will appreciate it. The fact that you have a good scoop on your competitor and the item comprising the "beat" is not very important does not always call for as big head lines as some editors are inclined to give it. I know of an editor who, when he gets the least kind of an item that his competitor does not have will play it up as one of the real big stories of the day, no matter how insignificant the item really is.

In the make-up of the paper always make your first impression the very best—hence an attractive first page is a necessity. We use our telegraph report on our first page and a local item must be of great importance to crowd any of the telegraph report into the inside of the paper. A good live press report, even if it is a breif one, supplemented by several good "state specials" can always be made to fill a page and gives the entire paper an appearance of thrift and enterprise. It is your reader's first impression of that issue, always try to make that impression a good one.

The local news, country correspondence, etc., can be used on the inside pages. We try to make every page contain some local matter except the editorial page, and good local heads with live and up-to-date country correspondence for fillers make an attractive make-up. I believe in the classification of news. Sporting news should have its department, for many of your readers care nothing for it, while other readers care for nothing else. We have two districts in Muscatine, South Muscatine and East Hill and run these two departments, making a great success of both. Reporters in the office handle each one, visiting their territory each morning and using the 'phone if anything happens later in the day in those parts of the city. Our readers appreciate this very much for it gives them a certain independence and they feel as though a certain part of the Journal was run for their special benefit. Items of insignificance always appear to an advantage when under their classification. The editorial page should contain the editorial, press comment from the leading papers of the state, a chapter or so of the continued story you are running and any other features good for such a page. We run reminiscenses of 50, 40, 30, 20 and 10 years ago taken from the Journal files and find that it makes a good impression and is one of the best features we use.

The want ad page, containing the want ads, real estate ads, in fact, the classified advertising should all be on one page and one can use this page to dispose of his time-cards, society cards, market reports, etc. This will make this page valuable for it has the markets which are always read and the page will be attractive even though it carries little real news of the day outside of the market report.

By the make-up described above one can see that every page is a good page for either local or foreign advertising. Whenever possible advertising should be given good position. We handle the foreign advertising on certain pages, and reserve other pages for the local men. Of course there are certain regular local ads that are sandwiched in with the foreign matter. Some of our contracts require full position and others request it, but we try to be fair and give good position to all. Ads are run on both sides of the page and the general make-up of the page remains nearly the same each day.

I believe in the liberal use of up-to-date features. Any make-up of a paper can be materially brightened by the liberal use of good features, such as pictures of recent scenes and events both at home and abroad. We have used an attractive feature service for the past year and found that it greatly brightened up the appearance of the paper. A good up-to-date cartoon on the front page is always a good feature.

The general line of make-up should always be for a good appearance of your paper, convenience for your readers and put your best front to the public by an attractive and newsy front page.

LITTLE TALKS ON ADVERTISING

NO. 2—ABOUT SPACE BUYING.

In the "good old days," before the professors of psychology began to meddle with the "rule-o'-thumb' in advertising, advertising like kissing "went by favor." The newspaper man asked for an advertisement as a favor and received it with due thankfulness; the merchant gave the ad as a favor —largely because the town had "to support a newspaper, anyway."

In those olden days the newspaper publisher fixed his rates in the same way that railways fixed their tariffs, charging all that the traffic would stand. The merchant paid as litle as he could without any very definite idea as to whether he was getting value received or not.

Fortunately, the modern merchant and the modern publisher have a very different idea from that prevailing a genera tion ago, and sustain very different relations toward each other.

Advertising has become the greatest factor in modern salesmanship, as well as the greatest factor in modern publishing, solely because of the new attitude toward advertising taken by the business world.

What is it?

Listen—

Merchant and publisher alike have realized this:

The publisher's space is a commodity, with a value as fixed and staple as is the value of the goods in the merchant's warehouse.

The publisher can afford to sell his space for a certain price. If he takes less, bankruptcy lies ahead.

The merchant can afford to pay for space a certain price. If he pays more he may not land exactly in the bankruptcy court, but he is inviting the sheriff to keep an eye on him.

What is that price?

There's the whole problem of space-buying—the money-end of advertising in a simple phrase.

Advertisers and publishers alike have many different theories about what constitutes an equitable rate and about how it can be determined, but all their theories have one common starting point, and that is:

Circulation.

No man is so simple-minded as to imagine that every thousand of circulation has a value equal to that of every other thousand, or an equal value to every advertiser. Circulations differ in quality, the difference depending upon the people reached, the territory covered, the standing of the publications, and a dozen other factors, but no matter how high-grade a circulation is, what the advertiser can afford to pay for it, depends upon how much there is of it.

That's the first question, after all.

Circulation is the measure of advertising value, and like all weights and measures, should be within the laws' keeping. Newspaper publishers are the salt of the earth, of course, but as long as the law inspects the merchant's yard stick and the grocer's scales, the publisher has small ground for complaint if the same law require him to give the advertiser full measure —ten hundred papers to every thousand.

Why not?

ARTHUR CAPPER.

P. S.—Incidentally, it may be worthy of note that the Topeka *Capital's* circulation records of all kind are open to every interested advertiser.

"THE GRAPHIC ART, YEAR BOOK"

"LETTERING AND DESIGNS FOR PRINTERS"—"TECHNICAL EDUCATION."

In "The American Annual Review of the Engraving, Printing and Allied Industries, under the above title, the publishers, The Republic Publishing Company of Hamilton. Ohio, are doing a valuable service, each year, for the members of the arts of typography, lithography and engraving. Volume three, edited by Joseph Meadon, is not only a work of art, worthy of consideration by reason of the many art reproductions and artistic color printing, but for the highly educative contributions and suggestions by leaders in the different branches of the graphic arts. The successful conduct of such a publication is no small undertaking in this country, where commercial publicity has occupied so large a place and art has been given such small consideration. Yet, as this volume and its predecessors prove, art is coming into its own in this country, besides it is being thoroughly demonstrated that art has a very large commercial value in promotive publicity. The latter fact is forcibly illustrated in the many examples of commercial illustrating and photoengraving from a dozen among the leading engravers of this country.

To give a satisfactory review of a work like this, made up of so many specimens and contributed articles, would be indeed difficult, so, in lieu of this, it seems best only to dip into some of the matter that we deem of most interest to our readers, by way of giving a taste of the contents.

Under the title "Lettering and Designs for the Printers," F. J. Frezise of Chicago says: "The printer of the present, in order to fortify himself to meet the demands of the immediate future, must do more than learn his trade by serving a certain number of years as an apprentice. He must make a study of it. Obviously this involves a study of lettering and designs. The study of lettering, aside from the practical feature of learning to form commercial letters, is of absorbing interest to the printer."

The subject as interestingly and instructively discussed at length in this and other articles, convinces one that printing is at last coming to be considered and studied scientifiically as a fine art.

Lewis A Schwarz of Philadelphia, Pa., in an article on "Technical Education," writes: "Like a tower of strength, the fact looms big and undeniably before us, that technical education is going to revolutionize the entire industrial world, and it behooves the workers in all the crafts to take note of the trend of modern progressiveness and make every possible effort to keep abreast of the times. * * * *

"The man who wants to keep himself in the foremost ranks of the world's best workers must devote some of his spare time in an effort to prepare himself for that purpose. No man's store of knowledge is so complete that he can view any additional education superfluous. Especially is this true when such additional knowledge multiplies his efficiency as a competent workman. * * * *

"Technical graduates are in high demand simply because they possess a knowledge which, when applied in practice, gives to the product of their hands the additional qualities of training of the mind. It is the additional application of principles, well learned, that gives the technical graduate pre-eminence over the workman at his side who is not possessed of the same training."

These quotations are only high lights as to almost indispensible preparation under existing conditions. There is an abundance of technical information and discussions in the volume besides the art pieces that make the work a constant joy to the lover of fine engraving, color work and typography.

'THE LARIAT"

ROPING BUSINESS AND AIDING IN A NEWSPAPER'S NOBLE CHARITY.

THE *Lariat* is the significant name of a booklet issued by the Williamson & Haffner Engraving Company of Denver, Colorado. It ought to prove effective in "roping" business. It is "published every time the moon gets full," and is a work of art, especially artistic in the showing of color plates and good printing. Denver's pure, rarified air is said to be especially favorable to excellence in photography, photo-engraving and printing. One of the novelties of the post card department, told about and illustrated by a neatly

"O Winter! ruler of the inverted year"
—*Cowper*

Photo by William Eugene Irons, Brooklyn
Two-color plates by Baltimore-Maryland Engraving Co.

reproduced post card of the State of N. Y., is certainly attractive. It is the manufacturing of new and exclusive cards carrying a combination design and picture symbolical of a particular State, and a verse descriptive of the same and setting forth its virtues. In all states which have adopted a state flower, the name is given with a reproduction of the flower in the proper colors. The designs are certainly most interesting and pleasing. The little publication is filled with wit, wisdom and practical thoughts and suggestions. Here are some facts given in the *Lariat* with regard to the business of the Williamson & Haffner Engraving Co. that will be a surprise to many of our readers:

"We have have handled many of the largest contracts for color plate making and printing ever given out by the Western railways.

"Our line of Western scenic post cards is the largest and finest in the United States today.

"During 1908 we made plates for and printed in round numbers 20,000,000 post cards.

"We have made the plates for and printed view books of different localities from Niagara Falls and Washington, D. C., east, to Los Angeles, Cal., west; from Portland, Ore., north, to San Antonio, south.

"This extensive experience in the printing, as well as in the making of color plates, has taught us how to make the best plates from the pressman's viewpoint, and also how to furnish him a guide that, if followed, is bound to give first-class results."

To our way of thinking, this only shows the good results of liberal advertising. This much for business. Our attention was attracted by the *Lariat's* plan in helping a noble charity, inaugurated by the Denver *Post,* for building a children's hospital. It occurred to us that this method might be found helpful to other newspaper publishers who are seeking to forward some such good work. Under the heading "Read All of This" the *Lariat* says:

Many of you, my readers, have little children of your own—little tikes whose welfare and happiness is more to you than the best of the tawdry of worldly power or untold wealth of money.

Some of you who, while not knowing the joy of hearing childish lips learn to lisp that first wonderful "Papa" or "Mamma," still have little brothers or sisters who with unfaltering faith look to you for help in all their little troubles.

Then there may be some, who, unfortunate enough to come under neither of these two headings, still have that most indelible mark of one of God's noblemen—an inborn love for children.

Well, I want you all to read this little story, and having read it, get busy.

A few weeks ago, during one of our worst cold snaps, a representative of the Denver *Post* discovered a case of poverty and suffering that, owing to peculiar reasons, was the most pathetic among the many which the warm-hearted craft of pencil-pushers unearth in every big city every cold winter.

It was not alone the lack of creature comforts, such as fuel, food and suitable clothing—though that is bad enough—but in this case, that of a little girl, they found her a sorry cripple. And now for the peculiar condition which marked this case among the many: Little Viney, as her parents and friends call her, in addition to being compelled to do without many of the ordinarily considered necessities of life, had to stare in the face,with tearless eyes, that greatest of all tragedies of childhood—a Christmas without a Santa Claus and his pack—was also compelled to bear the almost constant physical agony caused by her poor crippled little back with what patience she

Design on Menu of the Pioneer Limited, Chicago, Milwaukee & St. Paul Railway

could, without any hope of the relief and possible cure that the right kind of medical and surgical services and nursing might bring—all because her father was not a mining, ranch, timber or some other kind of a king with plenty of money.

A sad state of affairs, but true.

In all this great and wealthy city, all over this glorious and prosperous state, there is no place for poor little suffering lambkins like little Viney.

With money and men provided in abundance to feed the snowbound and hungry antelope, to safeguard the mountain

sheep, to protect under certain conditions even the fish that swim the mountain brooks and the birds of the air; with all this, there is no place provided for these poor little suffering mites where they can go and at least have their sufferings greatly alleviated, their short lives made happier, even though, in some cases, they cannot be made whole again.

The regular hospitals, even the public institutions, don't want them—say they are not fitted to properly care for such cases. Well, perhaps they are not, but more's the pity, more's the need of making a place for them.

Well, you know what kind of people the newspaper folks are.

The *Post* took up the fight and, thanks to the lashings and pleadings of some of its most trenchant pens, lead by Winifred Black, the movement to build a child's hospital is now well under way.

They call it The Santa Claus Hospital because of its inception at the time of that good old saint's annual merry-making and gift-giving.

The *Post* called for contributions and they began to pour in.

They organized a Legion of Honor for the little folks, and to all such who gave 10 cents or more a badge was given.

Amateur entertainments were given, and even the professional theatrical companies playing in the city contributed in some cases the entire receipts for a day. At the suggestion of a county official it was determined to grant to every donor of $100 the privilege of having his child or children's names cut in one of the stones to go into the front of the building.

Architects, contractors and mechanics volunteered their services free, and the grand total value of such monies and services now reaches approximately $12,000. But much more is needed, and both the publishers and the editor of the *Lariat,* thinking that they knew the kind of people their readers were, felt that they should give them the opportunity to help in this glorious work.

Most of our readers are either printers or newspaper men (or both) than whom no more generous or warm-hearted men ever lived.

Others who are a part of that great army of publicity-pushers, who, by buying engraving and printing to help boost their own or their employer's business and who associate very much with the craft, we feel are not a bit behind their brethren of the art preservative.

Now, then, the *Lariat* proposes to raise a fund for The Santa Claus Hospital, to be known as "The *Lariat's* Santa Claus Hospital Fund." Subscriptions of from 10 cents up are solicited, and while we are frank to say that we would rather have them "up" we still wish to say that the dimes will be just as welcome and will do the giver who cannot afford more just as much good as the hundred dollars of the better fixed man.

While we do not want to dictate methods, we would suggest that inasmuch as this movement was started and still remains largely one of the newspaper craft, that you fellows who are busy molding public opinion take this work up in your paper and give a boost to the kiddies' Santa Claus Hospital. While this may be regarded as a Colorado affair by some, please don't look at it that way.

The whole world is helping Italy, and helped our own 'Frisco in her time of trouble. Charity should know no state or national boundaries.

So let us hear from all our readers; no difference where you live.

If you can afford it, and want not alone an enduring but a beautiful monument for your little ones, send your check for a hundrerd dollars and have their names carved on this building. But remember: any sum, no matter how small, will help and will be gladly and gratefully received.

Unless requested not to do so, the names of all donors and amount given will be published in the *Lariat* and later in the Denver *Post.*

Mr. H. M. Williamson, the president and general manager of the Williamson-Haffner Engraving Co., has consented to act as treasurer of this fund.

Now, boys, for a final word.

Many of you have written us expressing your appreciation of the *Lariat.*

Some of you have even offered to pay for it. Well, we don't want you to do this.

But the editor has staked his reputation as a judge of human nature in this undertaking and if you have ever appreciated either his humble efforts or the progressiveness of the publishers of this little book, we ask you to show it now in the form of a liberel response to this appeal.

Address all communications to

THE LARIAT,
Care Williamson-Haffner Engraving Co.,
Denver, Colo.

Get busy, boys, and back my judgment.

ZIM.

J. E. JUNKIN HONORED BY HIS COMPETITORS.

Past President J. E. Junkin of the N. E. A., has recently completed his twenty-first year as editor of the Sterling, Kansas *Bulletin,* and his feellow editors in Kansas honored the occasion by saying many kind words with regard to him and his work, that have an educational value, in showing the ways by which success in newspaper making is attained. From among these, we select the following boquet of compliments that appeared in the Wichita, Kansas, *Star:*

"J. E. Junkin went to Sterling 21 years ago the first of this month, and assumed control of the Sterling *Bulletin.* Since that time he has been its guiding hand, and he has prospered with it. Mr. Junkin admits that he thought Sterling was to be a great city, and he had visions of publishing the leading daily of the state. His daily died and was buried, but his weekly flourished and stands today as one of the best papers in a state that is full of them. Sterling ought to be proud of the *Bulletin.* That Sterling does appreciate it, is shown by the patronage which has been extended unstintingly. As one of the leading men of his city, as one of the best newspaper men of the state, John E. Junkin has achieved what would satisfy most men. If he never does anything else, if he never becomes famous throughout the nation, he has cut his niche in walls that are adorned with the memories of solid successful business men, who, after all, count for more than heroes or mock statesmen. Hats off to a man who has won success honestly and fairly, and may he live long to see it increase as rapidly as the years go by."

N. P. J. LEADS TO SEEKING BETTER PREPARATION FOR WORK.

I enclose check in payment of my subscription as per your bill.

Please change address of my copy from Healdsburg, Cal., to 303 Waugh St., Columbia, Mo. Reading in the National Printer-Journalist of the Department of Journalism established in the University here, I was led to come here to take advantage of the opportunity to fit myself for a wider field.

If you have already mailed the February number of the National Printer-Journalist to me at Healdsburg, will you please send an extra copy to me here, as I do not like to miss a number. Yours very truly,

T. W. Cook.

303 Waugh St.,
Columbia, Mo.

THE CONNECTICUT PRESS

ALL newspapers are united by a common bond of interest and have very much in common as to methods, work and character of service. The daily paper, by reason of its character and frequent issues, gives news more in detail and is generally confined to a narrower territory than is the weekly and has in the past served the residents of cities rather than of the country, though the introduction of the daily, free rural route delivery has caused a change in this regard; the farmers now take the dailies, and country correspondents, farm news and farm interests are becoming as essential to the daily as to the weekly. The same kinds of work in nearly all departments are required for the success of both or either. The publishers of the weeklies can learn from the publishers of the dailies and many a daily publishr can get most valuable business hints from the successful publishers of weekly papers. There is, if anything, more of an all-around business education in the offices of the latter than in the former. As we have had occasion to remark, citing examples, many of our most permanently successful publishers, of even metropolitan dailies, have been first trained in the offices of home weekly papers, where they have had experience in every branch of the newspaper making

Woods near Dorking
From reproduction of Carl Hentschel, Ltd., London, E. C.

business and have come in direct contact with individuals, with members all the different callings and each and every interest of the community, industrial, commercial, educational, religious and social.

In view of these facts, we believe that the steps taken for the close affiliation of the daily and weekly editorial organizations of Connecticut, at the recent annual convention held in New Haven, Feb. 16th, showed practical wisdom. A correspondent of the Hartford *Daily Times,* in giving an account of the convention says:

The Connecticut Editorial Association held its mid-winter meeting and its annual banquet at the Tontine hotel, Monday afternoon and evening. Both were notable—the meeting because of action taken which will nominally affiliate the association with the Associated Dailies, and the banquet because of the presence of so distinguished a newspaper editor as Dr. St. Clair McKelway of the Brooklyn *Eagle.* The business meeting was attended by about twenty members, and the banquet by about fifty members and guests. It was one of the pleasantest in the history of the association.

THE BUSINESS MEETING.

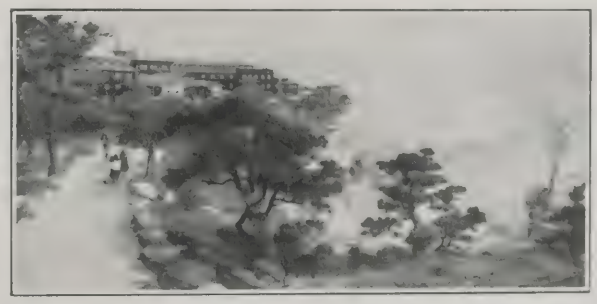
For the fifth consecutive term Arthur S. Barnes of the Bristol Press was chosen president of the association and Elwood S. Ela of the Manchester *Herald* was elected secretary and treasurer for the thirteenth time. Mr. Ela and the

From Supplement to the British Printer

association have no fear of the unlucky number. Here is the full list of officers:

President, Arthur S. Barnes, Bristol *Press;* Secretary and Treasurer, Elwood S. Ela, Manchester *Herald;* Vice-Presidents—Hartford County, Joseph W. Flood, South Manchester *News;* New Haven County, Charles H. Scholey, *Shore Line Times,* Guilford; Fairfield County, F. W. Lyon, Greenwich *News;* Litchfield County, George C. Woodruff, Litchfield *Enquirer;* Middlesex County, G. Philip Le Crenier, *Connecticut Valley Advertiser,* Moodus; New London County, Theodore Bodenwein, New London *Day;* Windham County, D. A. Lyman, Willimantic *Journal;* Tolland County, Harry C. Smith, Rockville *Leader;* Auditor, F. W. Lyon, Greenwich *News.*

Six new members were admitted, bringing the membership up to seventy, the largest in the history of the association. The new members are: Arthur R. Kimball of the Waterbury *American,* Professor Henry W. Farnam, editor of the *Yale*



Hotel El Tovar, Grand Canyon of Arizona, on the Santa Fe Ry.

Review; R. Rowden King of the *Journal-Courier,* New Haven; Ralph A. Graves of the New Britain *Record;* Alexander Troup of the New Haven *Union,* and F. W. Bolander of the Bridgeport *Post.*

The proposed social and fraternal alliance with the Associated Dailies of Connecticut was discussed at considerable length. The proposition was that while the two should retain their identity as separate organizations so far as board of officers and business is concerned, they should hold meetings on the same date and in the same place, but should

join hands at luncheon and dinners, and in the presentation and discussion of papers and other literary features following their business meetings, and that the annual banquets should be under their joint auspices. A committee made up of President Barnes, George C. Woodruff and Everett G. Hill of the New Haven *Register* was appointed to confer concerning the proposition with a similar committee from the dailies.

At the same time that the Editorial Association was in session the Associated Dailies held a special meeting in another room of the hotel, solely for the purpose of considering the proposed alliance. A committee was appointed, composed of William J. Pape of the Waterbury *Republican,* F. W. Bolander of the Bridgepost *Post,* and Alexander Troup of the New Haven *Union,* and the two committees met, and afterward reported favorably on the matter. The Editorial Association passed a resolution accepting the report and appointing the president and secretary a committee to act with the same officials of the dailies to arrange future programs. The dailies' committee decided to report at the March meeting a recommendation that the by-laws of that organization be changed so that stated meetings shall be held on the same date as those provided for by the laws of the Editorial Association, which are in January, April, July and October.

THE BANQUET.

The banquet was held in the large dining-room of the hotel.

EDUCATORS, MINISTERS, MANUFACTURERS AND EDITORS FRATERNIZE AND BREAK BREAD TOGETHER.

There were three speakers on the toast list and as many more who responded to invitations to speak. At the speakers' table were President Barnes, Arthur Reed Kimball of the Waterbury *American,* the toastmaster; Dr. St. Clair McKelway of the Brooklyn *Eagle,* the Rev. Francis T. Brown, pastor of the First Methodist Church of New Haven; Professor John S. Schwab, librarian of Yale University; Charles Hopkins Clark, editor of the Hartford *Courant;* the Hon. Charles F. Brooker of Ansonia, president of the American Brass Co.; Professor Henry W. Farnam, professor of political economy at Yale; James M. Emerson of the Ansonia *Sentinel,* and Elwood S. Ela, secretary and treasurer of the Connecticut Editorial Association. At the other tables were men representing all grades of newspaper work, the editors and great moguls of numerous Connecticut weeklies and their helpers, and the editors and managers and reporters of leading dailies, not forgetting Mr. Myers, the manager of the Associated Press.

President Barnes made a pleasing address, and also read a letter from President-elect William Howard Taft to the effect that he had found it impossible to come to New Haven to attend the meeting of the trustees of Yale University, but had he done so he would have considered it a privilege to be present with the editors, if only for a few moments.

The Rev. Francis T. Brown was the first speaker. He spoke on the press, "As a Clergyman Sees It," and was given hearty applause at the finish.

Dr. McKelway responded to the toast, "Voices from the Past." It had to do principally with recollections of Horace Greeley, Henry W. Raymond, Charles A. Dana, James Gordon Bennett, and other great New York editors, now passed away, of about the period of Lincoln's first term as president, and was interesting and edifying. It is printed in full elsewhere in this issue of the NATIONAL PRINTER-JOURNALIST.

Professor Schwab spoke on, "The Newspaper Reader versus the Newspaper Writer." His address was witty and humorous at times and at others in a serious vein.

Frank Parsons, business manager of the Rutland, Vt., *Herald,* who some time ago was engaged on New Haven and Waterbury papers, related some amusing incidents in his career. Mr. Main of the Springfield *Republican,* spoke for Massachusetts. Colonel Norris G. Osborn of the *Journal-Courier,* entertained the company in his usual happy style, and ended with a brief disucssion of legislative problems, forceful and convincing.

COURSE OF READING AND STUDY FOR NEWSPAPER MAKERS

ADOPTED AT THE CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION, GALVESTON, TEXAS, 1906.

(Reprinted from Proceedings by Request.)

FOURTH DAY'S SESSION.

The Convention was called to order at 9:30 o'clock by President Thomas, with a good attendance.

Past President B. B. Herbert presented a proposed course of reading for newspaper editors and writers as follows:

FIRST YEAR

(1) First quarter: Read Parton's Life of Benjamin Franklin and prepare a disquisition on Franklin's methods and work as a newspaper maker and publisher. (2) White's Every-day English and Words and Their Uses, with brief reviews of the same. (3) Taylor's Origin and Growth of the English Constitution.

Second quarter: (1) Life of Horace Greeley, with Essay on his Ideals of an Editor. (2) English and American Literature, with special study of character and style of narrative of Shakspeare; reading King Lear, Richard III., Julius Caesar and Hamlet, with brief reviews of same. (3) Study Washington's Farewell Address to American People, Emerson's Future of the Republic and Shea's Nature and Form of the American Government.

Third quarter: (1) Life of George D. Prentice, with paper on his Times and Writings. (2) Study of Journalistic Methods—the selection of general and State news, the character and preparation of locals. (3) Landon's Constitutional History of the Government of the United States.

Fourth quarter: (1) Life of Ralph Waldo Emerson, with paper on his writings and teachings. (2) Editorial writing, with comments on current events. (3) Municipal Government, Sanitation, Drainage, Street Improvements, Methods of Village and City Adornment.

SECOND YEAR

First quarter: (1) Biography of John Greenleay Whittier, with essay on his writings, including notes as to style. (2) Reporting, interviewing and condensation or abbreviation of articles. (3) McCleary's Studies in Civics—read from American Commonwealth Series, History and Constitution of Editor's Own State.

Second quarter: (1) Life of William Cullen Bryant, with disquisition on his editorial work, writings and addresses. (2) Newspaper departments; their conduct, arrangement and limitations. (3) The American Public School System—Life of Horace Mann.

Third quarter: (1) Life of Washington Irving, with review of Irving's life of Washington. (2) Starting a newspaper, with requirements for its success. (3) Industrial education—Schools for Destitute and Neglected Children and other saving, reformatory and eleemosynary and punitive institutions.

Fourth quarter: (1) Life and newspaper theories and methods of Charles A. Dana, editor of the New York Sun, with review of his lectures on Newspaper Making. (2) Business management of newspapers. (3) Study of existing social conditions—wealth and poverty—pauperism and crime, with relation of the newspaper thereto.

THIRD YEAR.

First quarter (1) History and Philosophy of American Journalism. (2) Life, Character and Work of Henry W. Grady. (3) The advertising department, practically and ethically considered. (4) Study of monetary institutions, needs of publicity as to financial standing and the relation of the press thereto.

Second quarter: (1) The Mechanical Department. (2) Newspaper circulation. (3) History of the United States financial legislation, with theories of taxation, money and finance. (4) History of industrial development, with disquisition on the influence exerted by the same on civic and social conditions.

Third quarter: (1) Newspaper legislation and the law of libel and contempt of court. (2) The proper treatment of economic questions, with a study of the theories and the relations and mutual obligations of employes and employers —the system of wages, profit-sharing, co-operation and hours of work. (3) Public office, public credit and civil service, with history of theories regarding the same.

Fourth quarter: (1) Relation of the newspaper to political parties, to candidates for public office and to the public. (2) Economic history of the United States and Europe, with the possible influence of the press on future economic conditions. (3) Newspaper ethics. Shea's American Government, founded on the Christian Religion.

Exposition of the Sermon on the Mount, with relation of the principles taught therein to present social and civic conditions and the duty of newspapers toward each other and the public.

Mr. R. M. White, of Missouri, offered the following resolutions, which, on motion, were adopted by a unanimous vote:

Resolved, by the National Editorial Association, in session at Galveston, That the course of study presented by Past President B. B. Herbert be accepted and adopted as a general outline of work.

Resolved, That the Past Presidents of the association be constituted a standing commitee to revise and perfect the course and have full power to put it into practical execution, provided it be done without cost to the association.

Resolved, That three Past Presidents constitute a quorum for transacting of business connected with this work.

"BETTER AND BETTER."

PLATTEVILLE, WIS., Feb. 10, 1909.

MY DEAR HERBERT:—Enclosed please find draft for $2.00 to pay my subscription to the JOURNALIST from January, 1909, to 1910.

I have been with you a long time—ever since you started to publish the JOURNALIST—and I like it better and better as the years go by.

I wish you all kinds of success. Mrs. Rindlaub joins me in very kind regards to yourself and Mrs. Herbert.

Sincerely yours, M. P. RINDLAUB.

DERIVED A GREAT DEAL OF BENEFIT.

THE KEYSTONE-PRESS,
STREATOR, ILL., Feb. 11, 1909.

Pub. National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed find express money order for renewal of my subscription to your valued publication.

I have been a subscriber to the N. P.-J. for a number of years, and I desire to here state that I have derived a great deal of benefit from its pages. "It's a good thing,"—and I take pleasure in adding my mite in pushing a good thing along.

Wishing you every success possible, I beg to remain,

Yours respectfully, L. WIETLISPACH.

THE LINCOLN CENTENNIAL ENDOWMENT FUND

WHY EVERY PATRIORIC AMERICAN SHOULD BE INTERESTED IN THIS FITTING MEMORIAL.

(From the *Mountain Herald.*)

SOME REASONS WHY

I BELIEVE in Lincoln Memorial University. I believe in its object. I believe in its methods. I believe in the men who have made it what it is and whose purpose it is to promote in a special way its interests at this time. I am glad to give a reason for the faith that is in me in regard to these things.

WHY A LINCOLN MEMORIAL UNIVERSITY.

Because every American owes a debt to the great President, and an opportunity is offered through the Lincoln Memorial University to honor the name of Lincoln in a peculiraly appropriate way. A sufficient endowment is needed to secure for the coming years the usefulness of the institution that now bears his name and has already proven its work, and because the boys and girls reached by the institution are of that same mountain people that gave us the priceless blessing of our martyr President, Abraham Lincoln.

SECOND—Because the location is as near ideal as a location could be. On the slopes of the mountain at Cumberland Gap, looking down toward the fertile Powell's Valley, with the magnificent estate, including fertile lowland fields and sloping pastures, thus offering a field for work to the students and producing food and supplies for their use. Because the buildings already there and the money already invested give the best possible guarantee for the continuance of the work.

THIRD—Because General O. O. Howard, last of our great Army Commanders, has concentrated the best days of his life to the promotion of this great enterprise, and because he and the men who are associated with him are deserving of every confidence and the hearty co-operation of all who have the interests of the Southern Mountaineers at heart.

AND FINALLY—For the reason that I have visited the University and seen with my own eyes and "seeing is believing." For these and many other reasons I believe that Lincoln Memorial University ought to have the generous support that it asks, and be prominently given a permanent endowment, thus making this one hundredth anniversary of the birth of Abraham Lincoln serve the present and pressing needs of the institution which bears his name.

(Signed) JOHN S. ALLEN,
Pastor for Strangers, Marble Collegiate Church.
NEW YORK CITY, January 9, 1909.

The sum of $500,000 is desired to establish this National Memorial to Lincoln. Several thousand dollars have already been subscribed, and paid in. Send all checks to

ALEX. S. WEBB, JR.,
Lincoln Trust Co., New York City.

—o—

Lincoln Fund is Increasing.

Contributions From New England States Are Expected to Reach Total of $100,000.

The progress of the Lincoln Centennial Endowment Committee, in its efforts to raise $500,000 for Lincoln Memorial University, located at Cumberland Gap, Tenn., was made public at a meeting held at the International Banking Corporation's offices, at 60 Wall Street. A record of progress already made and plans for the future were embodied in a report read by Gen. O. O. Howard and approved by the committee.

The report stated that arrangements for the work of gathering subscriptions have been completed in Philadelphia, Pitts-

burg, Cincinnati, Cleveland, Detroit and Chicago, while some members of a committee appointed at Boston to prosecute the work in New England have estimated that New England's contribution to the fund will reach the $100,000 mark. Other cities, the report said, have promised to give a benefit and to make an organized campaign for contributions, while the agent of the committee will visit several more large cities for the purpose of organizing the work in them.

The directors of the Metropolitan Opera House have placed the house at the disposal of the committee for a Lincoln Memorial benefit, to be held on the afternoon of Feb. 9. Miss Ida M. Tarbell, who has written a life of Lincoln, will read a paper on Lincoln. Mark Twain has been asked to preside, while Mme. Nordica and other opera stars have been asked to sing.

Following is an extract from a letter received from Elihu Root:

DEPARTMENT OF STATE, WASHINGTON, Jan. 18, 1909.

"MY DEAR GEN. HOWARD:—As to the Lincoln Centennial Endowment Commitee, I assume that under the circumstances of my engagements in Washington, you would not expect me to really attend the meetings of the committee. With this understanding, if you think it would be of service, I will gladly become a member of the committee, and you may put me down for a subscription of $1,000. I beg you to believe, my dear general, that I most heartily sympathize with the noble work in which you are engaged and feel deep gratitude to you for your self-devotion. I am glad to be associated with you in so good a cause.

"I have shown your letters and the circular regarding the university to Mr. Robert Bacon, the assistant secretary of state, and he authorizes me to say to you that he would be very glad to help in the same cause and you may, if you choose, put his name down for $1,000. I think it would be useful also for you to add him to the committee. Faithfully yours, ELIHU ROOT."

THE BEST LINCOLN MEMORIAL.

All know the story of Abraham Lincoln's youth, and what a struggle it was with the hardships of the pioneer and with a poverty far worse than any condition known by the same name to-day.

To do for what was peculiarly Lincoln's people, as respects social condition and educational opportunities, what he would have been most thankful for then—that is the opportunity.

These present representatives of Lincoln's people are the dwellers in the mountains of Kentucky and Tennessee—the descendants of what were the pioneers in the winning of the West along the first road that was opened for the march that has reached to the Pacific and beyond.

Some twelve years ago there was founded near Cumberland Gap, the first gateway to the West, a school for those of Lincoln's people who had paused in the mountains instead of pressing on to the plains, and whom a change in trade routes that began in Lincoln's youth has left in an eddy of the stream of progress.

This school was planned as a memorial to Lincoln and bears his name. It has done good work for the mountain youth. It has had some support, as is shown by its 600 acres of land, buildings valued at $150,000, and a funded endowment of $100,000. But it cannot meet half the demands on it.

Gen. O. O. Howard, almost the last of the officers of high rank in the armies that Lincoln called to save the Union, is appealing to the country an endowment adequate to provide for this peculiarly appropriate memorial to Lincoln.

Productive funds of at least $500,000 are needed to enable the Lincoln Memorial University to occupy its field and teach the youth who knock at its doors. It is hoped to have this sum in hand on or before February 12, 1910.

A number of prominent citizens of New York City have organized to help Gen. Howard to raise this fund. The honor of raising it should not be left to the East. The gifts should come from all the nation, for, though those to be aided were peculiarly Lincoln's people in his youth, the heights to which he climbed made him dear to all Americans.

—Chicago Inter Ocean.

ITEMS OF INTEREST

J. M. Galusha, for twenty years manager of the Western Newspaper Union of Des Moines, and probably as well known to Iowa newspaper men as any man in Iowa, has been forced to resign because of ill health. Mr. Galusha spent a large part of the fall and summer in the west and returned to Des Moines hoping that he would be able to continue his duties but finds it impossible. It is probable he will remove from Iowa permanently. L. N. Russell has succeeded Mr. Galusha as manager of the Western Newspaper Union. Mr. Russell has been assistant manager for the past three years and is well known to newspaper men in Iowa.

The Chicago Advertising Association held a Lincoln centennial dinner at which Major General Frederick D. Grant gave "Personal Reminiscences of Abraham Lincoln."

One of the most original and unique literary and musical entertainments ever presented in Elgin, Ill., was given by members of the Elgin Press Club. The program, consisting of between 12 and 15 numbers, was presented at the Elgin Opera House, Friday evening, Feb. 26. Among the speakers were some of the best known newspaper and professional men in Chicago, while well known musicians contributed vocal and instrumental selections.

The DuPage County, Ill., *News,* published at Wheaton, has changed hands, Henry W. Curtis of Vermontville, Mich., purchasing the plant. Mr. Curtis is proprietor of the Vermontville *Echo,* his wife being in charge of that publication.

Willard E. Holt, for seventeen years of the Bellevue, Mich., *Gazette,* and recently president of the Michigan and National Associations of Postmasters, has sold his paper to George A. Barnes, formerly editor of the Howell *Republican.*

Leigh Harris, formerly Advertising Manager the *Journal,* Peoria, Ill., has bought the *Evening Journal,* Henderson, Ky., C. M. Palmer negotiated the sale.

The secession style of decoration, to which the American Type Founders Company's Art-tile Tint Formers are admirably adapted, is shown in the advertisement of the Boston Wire Stitcher, printed on another page.

The Pittston (Pa.) Daily Gazette will shortly move into a fine new building which is being erected by the publisher, William J. Peck, solely for the Gazette newspaper and printery. Being located on a corner with an alley at the side and also at the rear and with large skylights over the composing room, abundance of light is assured and every convenience of building and equipment will be provided.

The Gazette is the only newspaper published in Pittston; was founded in 1850 and conducted for many years by the late Hon. Theo. Hart, who died in 1901.

The increased facilities will result in a great improvement in the Daily Gazette.

THE STRENUOUS LIFE OF THE REPORTER

NOTIONS entertained by many as to the easy life of the newspaper man are frequently amusing to members of the craft and the communication by a young man wanting a position as a reporter, just to fill out unemployed time, brought home to the Jamestown, N. Y., *Evening Journal* some thoughts as to what really constitutes the daily routine work of a reporter on a live evening daily, that sets out to miss no item of local news in its field. The description of the duties required are of no small educative value, and as the application and reply have an entertaining and humorous side, not very frequently found in a technical journal, but justifiable in the present case, we reprint the same in full as follows:

The Newspaper Reporter.

I saw in The Journal a day or two ago that one of your reporters has gone to another city. I would like to apply for his position. I have work now that only partly keeps me busy and I'm sure that in addition to what I now do I can say without exaggeration that I could fill the duties of reporter to perfection.

Very truly yours,

JAMESTOWN, N. Y., February 6, 1909.

MY DEAR YOUNG FRIEND:—If you have not sufficient work to keep you busy now you do well to apply for the position of a newspaper reporter. You would find sufficient work to satisfy the most ravenous appetite for labor. But you could hardly continue your present occupation and "withot exaggeration fill the duties of reporter to perfection."

You would be required to report at the office not later than half past seven in the morning, and a half hour earlier than that would be better. Immediately on duty you would be sent to one part of the city to get the report of a death, to another section for a social gathering, and sill another for a wedding, always getting back in time to run down to the station for the arrival and departure of trains to get personals of those who are going away or coming home. Then there may be an important committee meeting in some church, an accident at the boat-landing, a fire on Willard street, a noon wedding on Buffalo street or someone injured while coasting on Barrett avenue, you must hurry around to these places and return to the office between times to write out your story and get it into the hands of the printers to put into type for the paper.

At 4 o'clock the paper goes to press, but your duties have already begun for the next day's issue. A park expert, an electrical engineer, some man distinguished in one calling or another is in the city. You must interview him, getting his views on matters that will be of special interest to the people of this city; plans have been received for a new factory; you must see the management and get the story; a rumor comes to the office that land has been sold for a new industry, you must find out whether it is true or false; here comes a report that the Chautauqua lake company, the Chautauqua steamboat company, the traction lines or the street railway has been sold, you must find out about it, fully realizing that it is doubtless a false rumor, but the possibility of truth compels an investigation, however often such rumors are started.

Then you think of an evening's rest, an hour or two with friends at some social gathering, or still better from your point of view an evening with one friend, but the city editor informs you that there is a lecture or a concert to report, a skating race at the rink, a wrestling match, or a poverty party; you must cover at least one of these, probably two, and possibly three before you go home that night. After you have fallen into a sleep of complete exhaustion the fire bell rings and you must hustle to the scene of the fire wherever it may be, and after the fire is out find the owners of the property and learn of the losses and insurance. If the fire is very disastrous it means a big story, and instead of going back to bed you must come to the office and write it up so as to get that out of the way for the routine of the next day.

How do you like your first day's work? That sort of thing is continued day after day, with little variation. But there are three holidays in the year when the paper is not published, and you can look forward to them—the Fourth of July, Thanksgiving and Christmas. On the Fourth you want to go with the young people to Panama Rocks, but the city editor tells you that would never do; there's a big celebration at Coloron that must be reported, or it may be an old-fashioned Fourth at Frewsburg, a baseball game at Falconer or a cricket match at Levant. All of these things must be looked after before you think of Panama Rocks, or Chautauqua or the Stillwater.

And in all of this work you'll meet an uncertain number of persons whose genuine boorishness sticks right through what they consider a well polished veneer, who would snub you and insult you if they could—but after a time you will not care anything about that, for you will meet so many genuine men and women whose friendship you value and hold as long as life lasts, and you have so many opportunities to do the things that will advance the interests of the city in which you live and labor, and you will have learned so many things about so many men and women which you never think of printing, that the intended rebuff misses its mark entirely and you simply add another name to your mental list of lisagreeable people whose cultivation may be a duty but could never become a pleasure.

My dear young friend these are only the outlines of the reporter's duty, if you want to take up the work come in and we'll talk freely over the details.

THE EDITOR.

INVALUABLE IN HIS WORK.

BUHL, IDAHO, January 7, 1909.

National Printer-Journalist, Chicago, Illinois.

GENTLEMEN:—Inclosed herewith find two dollars ($2.00) to pay my subscription to the PRINTER-JOURNALIST from January 1st, 1909 to January 1st 1910.

I find the PRINTER-JOURNALIST invaluable in my work. With kindest wishes, I am, Very truly yours,

J. WARREN WHITE.

Robert W. Patterson was re-elected president of the Chicago *Tribune*, Company at a meeting of the stockholders and Joseph Medill Patterson, author of "The Little Brother of the Rich," was elected secretary, to succeed Medill McCormick, who relinquishes that post and also the office of treasurer, which was given to Robert R. McCormick. Medill McCormick remains as first vice president, and the office of second vice president was created for James Keeley, who has been acting as vice-president in the absence of Mr. McCormick. E. H. Huntington was re-elected as assistant to the secretary and treasurer, and William G. Beale continues as chairman of the executive committee. The board of directors consists of Azariah T. Gault, chairman; Robert W. Patterson, William G. Beale, Alfred Cowles and Medill McCormick.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

THE giving of premiums as an impetus to the extension of circulation is, I am aware, a practice ardently advocated and supported by some so-called successful newspaper men. But it never struck me as a desirable thing for the permanently located. For the speculator—the journalistic grafter—it might be appropriately and safely recommended; for he is in a field for the time being only. Today he is here and wants a copius circulation—a long legitimate list as a mark of growth and special inducement to the unsuspecting prospective purchaser. Tomorrow he hopes to be in fresh pastures booming another speculation.

But such journalists (?) do not add much to the respectability of the calling. Nor do their long lists of subscribers thus obtained endure for long; because, as a rule, subscribers thus secured do not care for the paper, but were persuaded to take it through the human weakness common to many of us, to want to get something for nothing. In nine of such cases out of ten the people buy the premium and accept the paper with it; or, a better way of putting it would be to say that they submit to the regular visits of the publication merely in order to possess the article that goes with it free.

In summing up, then, it follows naturally enough that newspapers that are sufficiently good to sell on their own merits do not require the additional inducement of a premium offer, and papers that are not good enough to sell readily on their own merits are of a class that ought not to be inflicted on a long suffering public under any circumstances.

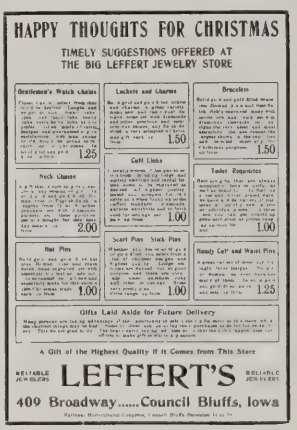
The first thing I pick up this month is a copy of the Covington, Tennessee, *Leader*, whose mechanical department is looked after by that veritable ad-genius, Tom McGregor, the author of that remarkable "star" advertisement shown in this department of last August. It is an extremely neat paper mechanically, and a good one as regards contents and editorial work. It is an all-home-printed six-column quarto, with such an abundance of advertising patronage that it is thought

TO OUR PATRONS AND FRIENDS
We extend to you our heartiest wishes for
A Merry Christmas and a Happy New Year
May success attend all your efforts and prosperity and good fortune be yours for all time and will if you trade with
Stephenson & Fallin

No. 1

necessary to run three columns of the front page filled with displayed matter. There is system in the mechanical arrangement of the pages, though that system is not fully in accord with the recommendations of this department, differing only in the respect of giving the larger spaces top of column instead of vice versa. The ads in the main are tastefully wrought, as may be seen by the specimen shown herewith, which is one of the few almost faultless pieces of composition that has come to my notice. (Exhibit No. 1.) The *Leader* makers are to be congratulated in their fine selection of reading matter, their dignified and copious department of editorial comment, and the general high quality of their paper throughout.

An exceptionally newsy and wide-awake paper is the Mills County *Tribune* of Glenwood, Iowa, a twice-a-week publication, I take it, of four six-columned home-



No. 2

printed pages. I have admired the editorial and reportorial labors as evidenced in its columns, likewise its clean print and uniform typographical styles. The DeVinne series is employed almost exclusively throughout, and the three quarter-page advertisements,

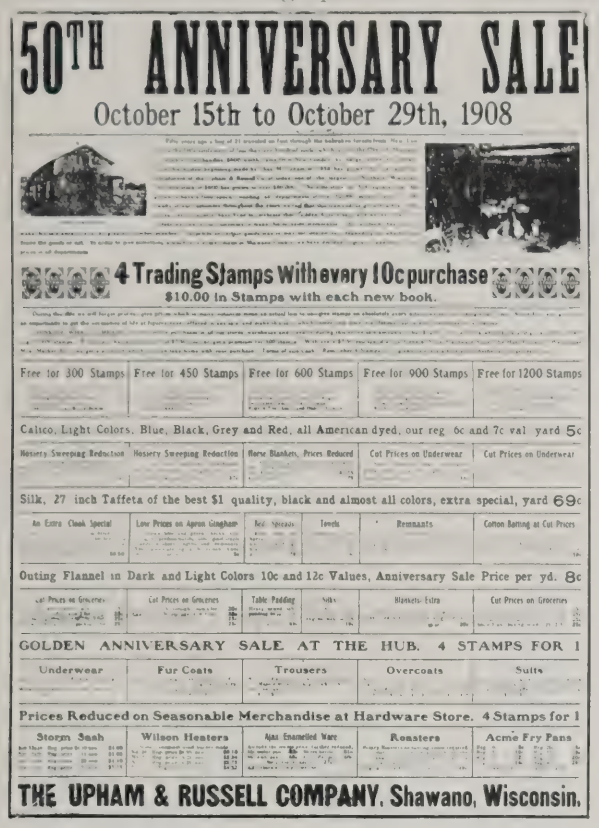
No. 3

No. 4

which accompany this paragraph, demonstrate beyond cavil the perfection of this grand old tried and true letter for advertisement work, as well as the fine skill of the compositor.

The next reproduction is a page advertisement taken from a late copy of the Shawano County *Advocate*, of Shawano, Wisconsin. With the exception of the first line, one would have to be that which is known in the

vernacular of modern slang as a "sore-head" to find serious fault with this big specimen. It shows care-


50TH ANNIVERSARY SALE
October 15th to October 29th, 1908
4 Trading Stamps With every 10c purchase
$10.00 in Stamps with each new book.
Free for 300 Stamps
Free for 450 Stamps
Free for 600 Stamps
Free for 900 Stamps
Free for 1200 Stamps
Calico, Light Colors, Blue, Black, Grey and Red, all American dyed, our reg 6c and 7c val yard 5c
Silk, 27 inch Taffeta of the best $1 quality, black and almost all colors, extra special, yard 69c
Outing Flannel in Dark and Light Colors 10c and 12c Values, Anniversary Sale Price per yd. 8c
GOLDEN ANNIVERSARY SALE AT THE HUB. 4 STAMPS FOR 1
Underwear
Fur Coats
Trousers
Overcoats
Suits
Prices Reduced on Seasonable Merchandise at Hardware Store. 4 Stamps for 1
Storm Sash
Wilson Heaters
Ajax Enamelled Ware
Roasters
Acme Fry Pans
THE UPHAM & RUSSELL COMPANY, Shawano, Wisconsin.

No. 5

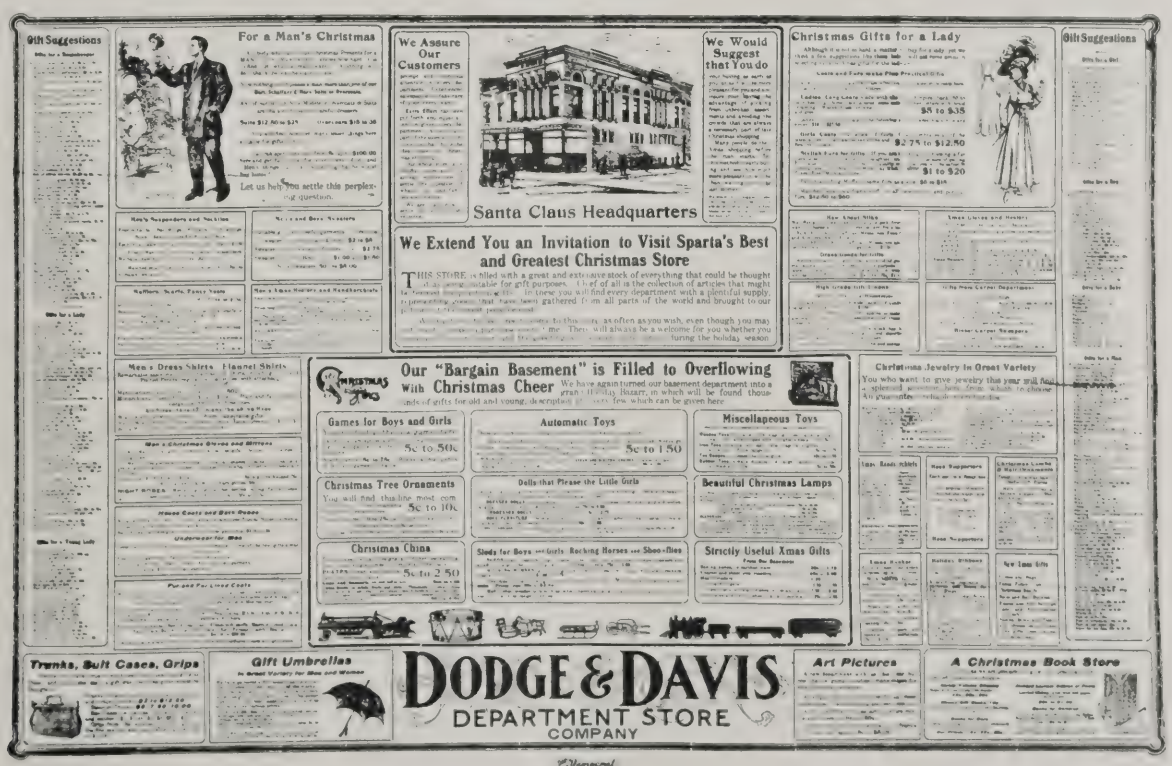
ful and intelligent workmanship throughout. (Exhibit 5.)

I have taken just occasion before—and not long before, either — to praise some product of the Sparta, Wisconsin, *Democrat* office, and here (Exhibit 6) again is an advertisement—a great big double-pager—

that fully bears me out in anything nice I may have been moved to say then or now. From all that I have seen emanating from this shop of the *Democrat,* I am fully persuaded that it is a strictly modern office, with a mechanical force, some of whom at least (the ad-man, for instance) are perfectly worthy to work in such an office. The very imprint of this high grade shop itself, as seen at the bottom of this big specimen, is a unique idea. It reads, "The *Democrat,* of course." It is a rare pleasure to get such reminders that all men have not taken up the printing business in vain. The original of this reproduction was printed in tow colors—red and black.

I have seen some horrible things in the way of newspapers during my experience as a newspaper critic, but that which exceeds everything else ever witnessed possibly, is the *Monthly Visitor,* which hails from Winchester, Ohio. Because its name is the *Monthly Visitor* you must not conclude that it is a magazine, for it in nowise resembles anything in style, shape or contents other than an ordinary—very ordinary—country newspaper. The typography is so frightful, that I shall spare my readers' nerves by keeping all reproductions of it out of these columns, and the print throughout is so unreadable, through the use of worn-out type and bad presswork, that I doubt if any specimen from its pages would be reproducible if I were disposed to attempt it. A man of ordinary experience would be hard to convince that such newspapers as this one actually exist in this great country of great newspapers.

I would not have to read the date line in order to know that the Santa Anna *Daily Register* is a western product. There's something about the typical western newspaper that is distinctive. I ask you to study the front page reproduction (Exhibit 7) of the


Gift Suggestions
For a Man's Christmas
We Assure Our Customers
We Would Suggest that You do
Santa Claus Headquarters
We Extend You an Invitation to Visit Sparta's Best and Greatest Christmas Store
Christmas Gifts for a Lady
Our "Bargain Basement" is Filled to Overflowing with Christmas Cheer
Games for Boys and Girls
Automatic Toys
Miscellaneous Toys
Christmas Tree Ornaments
Dolls that Please the Little Girls
Beautiful Christmas Lamps
Christmas China
Sleds for Boys and Girls Rocking Horses and Shoo-flies
Strictly Useful Xmas Gifts
Christmas Jewelry in Great Variety
Trunks, Suit Cases, Grips
Gift Umbrellas
DODGE & DAVIS
DEPARTMENT STORE
COMPANY
Art Pictures
A Christmas Book Store

No. 6

Register, and see if you don't understand. Note those deep, breezy pyramids, followed by the many decks,

in a seeming attempt to fill space and tell all the story—for the western reader, like the western printer, is leading an extremely strenuous existence—one that goes with a rush-slap-bang from the beginning to the end of the union-limit day—and if he, the reader, can get all of the story in the head, so much the better—likewise, so much the better for the printer. Laying all jokes aside, however, the Santa Anna *Register* is a bright young daily, with an exceptionally complete local news-service, considering the state as the generally accepted local field of a western daily newspaper of the *Register's* class. All local stories are well written and the editorial columns are both caustic and conservative as the varied subjects necessitate. Santa Anna is according this representative of its best interests with a fitting and liberal support, with the result that its inner pages are dotted with many ads—and I use the hackneyed expression, "dotted," judiciously, since the *Register*, like almost any other of the lesser dailies in the world, has not yet attained that degree of affluence and authority where they think they can afford to dictate a little in respect to the making up of their pages.

Santa Ana Daily Register.

SANTA ANA, CALIFORNIA, WEDNESDAY EVENING, DECEMBER 23, 1908 — 50 CENTS PER MONTH

JUMPED FROM WINDOW AND IS LOST

GOMPERS AND MITCHELL TO GO TO JAIL

PLOT TO KILL GOMEZ WAS NIPPED IN THE BUD

STANDARD OIL GETS HARD LEGAL BLOW

REAL CAUSE OF THE ROW

1000 PEOPLE FIRE DRIVEN

ARRESTS IN GRAFT CASE

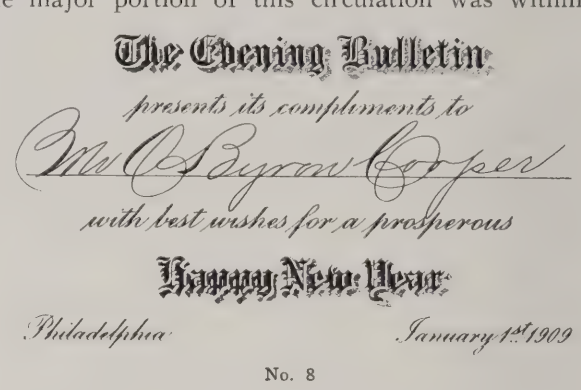
ANOTHER VICTIM OF THE INSURANCE SCANDALS IS DEAD

FIRST TIME NAME USED

SEVENTY-SIX NAMES ADDED

No. 7

In exhibit 8, I show the beautifully engraved New Year greetings received in proper time, (even though this acknowledgement comes belated) from the *Evening Bulletin* of Philadelphia. Along about the same time came a copy of the *Bulletin*—that copy for 1909 in which the circulation manager made his annual report of the conditions in his department for the year closed. This report to its readers has become a regular annual feature of the *Bulletin*, and is a commendable one. The report for 1908, shows that the aggregate number of copies sold for 312 days was 75,128,741, and the net average daily sales, 240,797 copies. This remarkable record, with the exception of the sales of the same paper the year before, is the greatest in Philadelphia journalism, and forsooth is surpassed only by that of Chicago and New York publications, and only when the depressing condition of the past year are taken into account can this achievement of the Philadelphia *Bulletin* be fully appreciated. The major portion of this circulation was within a radius of twenty miles of the *Bulletin* office. I have said briefly above that this practice of annually reporting the circulation of a paper is a commendable one for daily papers (as it is indeed good for weeklies, too) and this is so because, as the *Bulletin* so clearly explains it editorially, "not as a thing of boast, but as a matter of legitimate concern to the advertising public in particular and also of interest or information to its readers."


The Evening Bulletin

presents its compliments to

Mr. O. Byron Copper

with best wishes for a prosperous

Happy New Year

Philadelphia January 1st 1909

No. 8

ST. MARYS, KANSAS, January 10, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending two of the latest ads I have set, for criticism. I am at present foreman on the St. Mary's *Eagle-Journal*. I will likewise send you several copies of the paper, since I have been connected with it.

Fraternally yours, JOHN F. MCKELNEY.

Both of the ad specimens submitted by this contributor and referred to in the foregoing letter, are quite neat, but neither of them are in the least striking or remarkable for strength, novelty or beauty. The real estate and insurance specimen is entirely too weak. It would have been a little better with the firm name set in eighteen-point Jensen (upper and lower) the same as the line following it; and with the line giving the location in say ten-point Jensen, to make it a shade blacker, and thus giving it greater strength. The whiting out of this ad is its redeeming feature, that being nigh perfect, with the exception that too much space intervenes between the first two lines. In the Erbacher ad, while the face employed in the display is of an extremely black family, nevertheless, for a specimen of this size, the main display is in too small a face, which gives a headless, forceless aspect. Possibly by having set the word, "The," in upper and lower, the signature could have been gotten into a single line, which would have been preferable anyway, and then by running the matter under the head, "Furs at ¼ Off," all in one paragraph, enough space might have been gained to admit of setting the principal display something like this:

CLEARANCE SALE
OF CLOAKS AND FURS

IN TYPE LARGE ENOUGH to make full lines without too much inter-spacing of letters. The *Eagle Journal*, representing a consolidation of two papers, is a cunning little four-column all-home-printed quarto. I don't admire its heading at all, much less the rather haphazzard manner in which its pages are mechanically arranged, but it is a newsy little sheet and possesses an editorial department that sparkles with much

wit and witticism and good hard common sense. Presswork is creditable.

The American Type Founders Company have decided to continue the publication of the *American Advertiser* as a regular feature in their efforts to promote sales and promulgate ideas and information concerning American Line Type. I unfortunately did not receive a copy of the initial issue of this interesting publication, or possibly I overlooked it—but I am glad this No. 2 did not escape me. In exhibit 9 I reproduce the upper portion of the first page. The lower portion wasn't so good, so I cut it off. I had occasion to criticise Barnhart Bros. & Spindler's paper a month or two ago, and I believe that I marvelled then that a better result were not achieved, and while the American Company has come a notch or two nearer the mark of perfection with their *Advertiser,* I still am marvel-

AMERICAN TYPE THE BEST TYPE
Point Line — Body — Set

THE AMERICAN ADVERTISER

AMERICAN LINE THE BEST LINE
Point Line — Body — Set

a the interest of the American Type Founders Company, Chicago.

VOL. I. NO. 2. CHICAGO, JANUARY, 1909 SET IN THE CENTURY FAMILY FACES THE POPULAR NEWSPAPER TYPE

THE AMERICAN ADVERTISER

AMERICAN TYPE FOUNDERS COMPANY PUBLISHER

JANUARY, 1909.

The reception given the first issue of *The American Advertiser* has been so gratifying that we cannot refrain from expressing our appreciation thereof.

It is the aim of the American Type Founders Company to give the printer the best of everything he needs. Our policy shall be the most liberal, our service the most prompt, and our dealings the most satisfactory of any concern in the world.

The name "American" stands for the best. We realize that we will have hard work to improve upon the reputation the Company has so justly earned, but shall not give up trying. It is our desire to teach the printing fraternity that the "American" is not only at the head, but will always remain at the head, as the largest and best Printers' Supply House in the World. To prove this statement just drop into our Chicago house the next time you are in Chicago, see what we have, how we do business, and when you leave you will know the "American" to be the concern you want to do business with.

New additions are being made to our store, our show-room is being enlarged, our machines for exhibition purposes are being put under power, so that a prospective purchaser can see just what kind of a machine he wants and how it is operated, without running all over Chicago to see them in operation.

Our Want Column has proven so useful and successful that we believe it will become a perma-

American Typographical Library and Museum

An Establishment of Note at Jersey City

The American Type Founders Company, in its general offices and foundry, 300 Communipaw Avenue, Jersey City, N. J., has established a Historical Library and Museum to preserve the memory of printers and their achievements and to illustrate the development and progress of printing in all periods, particularly in America.

This library is in a room 73x14 feet, under the care of a librarian, and additions are made almost daily. It is open to the public during all business hours. Its principal departments are:

Specimens of types used in all countries from the invention of printing to the present time.
Histories of printing and publishing.
Biographies of famous printers.
Books printed by famous printers of all periods in all countries.
Books of historic interest.
First issues of newspapers, magazines and books in all states of the Union.
Books relating to engraving, with examples of famous engravers.
Portraits and autographs of famous printers and type founders.
Medals relating to typography.
Curiosities of typography.
Books relating to paper making.
Specimens of commercial printing of all periods.
Collection of trade papers relating to printing in all languages from the earliest known to the present time.
Publications of printers' societies.
Text books of printing in all languages.

This Typographic Library and Museum is now open and available for visitors at all times. Any printers, publishers, or others interested in history and current typography will be welcome, and there is no doubt that the Library will prove intensely interesting to any one connected with the business.

The American Type Founders Company will be very glad to receive contributions of real interest to this Library, particularly objects of interest to printers, such as commemorate the anniversaries of old established businesses and memorials of printing houses and newspapers. In considering the advisability of an item for this collection, the question may be asked, whether it will not have an increased value of interest a century from this time if preserved in this collection.

The Chicago branch of the American

American Notes

Phone Franklin 1188.

Ask the American man.

American borders bring the orders.

Golding's machinery and material is carried in stock by us ready for immediate delivery.

The Peerless presses and Peerless Gem paper cutter are carried in stock by us. You ought to know about them and we'll be glad to tell you.

Our stock of rebuilt stitchers (all replaced by Bostons) must be reduced. Prices will be made with this in view. Look over the list elsewhere in this issue and write us.

The Cranston newspaper presses are finding favor with users who appreciate the effect of a well-printed paper. An attractive catalogue will be sent upon request to us.

Somebody is going to get a bargain in a used 33-inch Advance power cutter. This machine has been overhauled and is in good running order. Two knives are furnished with the machine. If interested let us hear from you.

Among the new tools for printers are:
Star composing sticks.
Page-Miehle fountain dividers
Rule locking quoins.
Non-explosive benzine cans.
These are all good ones—ask us about them.

Hart Springless Counter, made for Chandler & Price and Gailey Universal presses, will count only when the impression is made, and the non-explosive gasoline gas, which is "fool proof," are two new articles offered to the trade. Send for circulars.

One of our printer friends requested us the other day not to sell the Cheltenham type to his competitor. The series we had previously sold him brought in new business and elected much favorable comment and he did not wish his competitor to have the same ammunition. Here is another instance of the effectiveness of the greatest type family ever brought out.

If you have not seen the new American Brass Label Holder, we should very much like to send you sample. The labels are inserted through the opening in the top and are prevented from being soiled by a celluloid card. Incidentally, mention might be made of the fact that we furnish gratis, printed labels to fit above holders with every order for American Line type.

There have been numbers of attempts to put a vibrator roller on the Chandler & Price Gordon press. The Chandler & Price has a success in this line. The

Time Is Money

The "American Man" Makes a Few Remarks.

The average employing printer makes more ado about buying type than any other item connected with his business, when the fact of the matter is, type is the smallest expense, even though he purchase liberally, and keep his type up-to-date and plenty of it. Especially is this so in the smaller and medium sized towns. Not all of them, by any means, but it is true of a large proportion. Some are alive to the fact that plenty of good type saves time, and time is money. Not only is time saved, but much better and up-to-date work is turned out, which attracts attention and brings more business.

If a rush of work comes in, the proprietor thinks nothing of putting on another hand at an extra expense of $12.00 to $15.00 per week, whereas if he had plenty of good type the regular force could handle the work in good time and dispense with the extra man. Time is money.

Take for example one of the many old shops through the country owned and run by an old time printer, who in the days when he worked at the case, used all the different faces of type he could find in the office. Not so now. The compositor takes his copy and uses in many cases only one series of letter, and has the job ready for the press in about half the time it took in the old way, providing the cases are well supplied with good sized fonts in each. Now, here comes a customer to this old time printer with a big job to figure on. Of course he wants to secure the work, but has to figure against an up-to-date, progressive competitor, and has to figure close. Well, he makes a pretty low figure and gets the work. He takes the copy out to his foreman, and tells him the work must be gotten out by a certain time. The foreman is disgusted, for he knows that they cannot get out a decent piece of work with the type and facilities they have, and certainly not in the time allowed, and he says to the old man, "we can't do it. We haven't the type." "Type," the boss says, "why man alive, we have all kinds of type." And so they have, such as it is, all kinds of it, sure, but mostly back number faces, largely worn, battered down and low, and some fairly good. The fonts are all small, however, only single job fonts, and in most of the cases only a few letters left, all other type being tied up in standing jobs. They tackle the job, however, work hard and overtime, and finally, after much raking and scraping, and losing all kinds of time in hunting for and pulling sorts, the forms are sent to the pressroom. Here are more exasperating delays before it is made ready, in replacing broken and

I wish to mention a newspaper publisher in a Wisconsin town of about 3500 inhabitants, a good customer, who enjoys an unusually large advertising patronage from the local merchants and other business men. Calling upon him one day a few years ago, he said his advertising columns were being crowded to such an extent as to necessitate more display type, and selecting two of the popular American advertising faces, he placed his order for a complete series of each, putting in the medium sizes 25 and 50 pounds each. At another time, when calling upon him some eight or ten months later, he said: "I want to tell you I think that lot of advertising type I bought of you was the best investment in the way of buying that I have made since being in business, and I have saved the full cost already in time gained by my workmen. Now my men will set up a page "ad" or a big special sale bill in half the time they could before, and we get them up in city style, too, and more satisfactory to my patrons. We are not running out of letter and hunting around after sorts; there is always plenty of type in the cases." Surely time is money.

Another matter in connection with type buying which I consider important, is spaces and quads. Many offices keep a space and quad case, requiring the workmen distributing job letter to put all spaces and quads in this case, instead of the type cases, necessitating going to this case at all times to space out a line. In my opinion this is all wrong, and a great loss of time, both in distribution and composition. I would have in every job case in my shop a liberal supply of spaces and quads, in proportion to the size of the font, the same as body type. Why not? The cost is not much, and the saving in time of the workmen will very soon make up for it, and be a big gain in the end. Time is money.

Within the last few years there has been a complete revolution in the printing business, both in style and volume of demand. The American Type Founders Company is constantly placing before the printers most beautiful and artistic designs in both original type faces and ornaments, and the progressive job printers the country over are taking advantage of these and producing effects in printed matter that are We haven't the type." "Type," the boss says, "why man alive, we have all kinds of type." And so they have, such as it is, all kinds of it, sure, but mostly back number faces, largely worn, battered down and low, and some fairly good. The fonts are all small, however, only single job fonts, and in most of the cases only a few letters left, all other type being tied up in standing jobs. They tackle the job, however, work hard and overtime, and finally, after much raking and scraping, and losing all kinds of time in hunting for and pulling sorts, the forms are sent to the pressroom. Here are more exasperating delays before it is made ready, in replacing broken and

As Others See Us

What Joe Mitchell Chapple Knows About Type Founding.

The National Magazine is a widely-read publication and deserves all the good things that have been said about it. Its genial editor, Joe Mitchell Chapple, of more than national reputation and experience, invariably speaks with authority. In the December issue Mr. Chapple says:

Benjamin Franklin, when he gathered the material for his new printing office in Philadelphia, could not have felt more pleasure than I did when I unpacked my first "case," bought of Marder, Luse & Company, now the American Type Founders Company. That clean, neat case, with the "e" boxes in handy prominence, those bright, silvery letters, were a joy that can be understood by every printer.

Type founders have played the important part in developing the art preservative, and when one speaks of them the very first that comes to mind is the American Type Founders Company, the corporation founded on Marder, Luse & Company's business.

When the National Magazine proposed to print a daily paper, in connection with its exhibit at the New England Exposition, it needed only a short telephone message to the American Type Founders Company to secure, in a few hours, a complete printing equipment, installed in the place allotted for it. There were rules, quoins, and other mysteries of the compositor's equipment; there were slugs and galleys of which no printer thinks he can have enough—his impulse is to grab more at every opportunity.

The smooth imposing stone, new cabinets, ink sink, waste can and planer, everything installed was good of its kind and amply able to handle the work for the paper.

Since my initiation into a printing office, I don't think a week—certainly not a month—has elapsed without my getting something from the type foundry, that unfailing reservoir of the printer's materials. When the printer runs out of "sorts"—that is, certain letters—the American Type Founders Company are very popular people.

It might be supposed that the immense number and great variety of articles required to complete an equipment and keep the presses of the country busy, would exhaust the resources of any foundry, but the American Type Founders Company always aims at keeping in touch with printers and publishers, and thus accurately gauging consumption and supply.

The Chicago branch office of the American Type Founders Company, has the largest stock of type, presses, printers' wood goods and supplies in the world, and it is especially appropriate that their telephone number is "Franklin" 1188. No one can speak

No. 9

ling why these great founders with everything at their finger tips with which to make a perfect paper cannot come nearer doing it. But I must say there is little fault to consistently mention with reference to this *Advertiser* from the American Type Founders Company. There is just one I have noticed, and possibly I have been so shocked by that one flaw that I have missed others. The one that has held me so "entranced" is the antiquated, amateurish head-styles. How much more preferable—how much more esthetic and sightly would a full line of twelve-point caps followed by the upper-and-lower pyramid have looked! There is a very pretty print on this paper, however, and the title line is exquisite, including the dainty effect lent by the squibs at both ends and the date line—although I'm not sure that I would prefer this shade of head-rules—certainly not for advertising rules, as used in the sub-

head. There are some good things in this paper—things which the bright country printers receiving it can put to practical application in their own work. For instance that expression, "American borders bring the orders." And then, "You ought to know* * * and we'll be glad to tell you." This latter ought to mix well in almost any ad, of which the country publisher of a newspaper has not a few to write each week.

And now comes Friend Van V. Boyce, of the Dallas County *News,* Adel, Iowa, with this acknowledgement of my ability at surmising:

O. BYRON COPPER:—You were right about the ad. I sent it principally to settle a dispute here. It was the work of a printer who held foremanship here while I was out west. I had to reset the very same ad this week. See if I improved it any. I have followed several of your suggestions. Could not improve it much, because the *Leader* people absolutely refused to allow it. Said it was just the way they wanted it, and I had to let it go that way. I set the full page on Monday and half of Saturday. Then have made an extra run at home to keep from putting any ads on the first page. Give me a credit mark for that.

Yours, VAN V. BOYCE.

Truly the newspaper maker who will go to the extra trouble that Brother Boyce confesses above, to obviate the necessity of using a part of their front page space for displayed advertisements, is a man after my own heart, and deserves a long credit mark. While I have not now the original setting of this Leader ad for comparison with this setting of Friend Boyce's, it is not therefore possible to note every difference, but it is quite clear that a marked improvement has been wrought—so much forsooth, that I am not ashamed to devote this good space for its reproduction. (Exhibit 10.) The crowded effect and absence of leaders in the price lists, are about the chief defects noticed and re-

membered in the first setting and retained in this one. It is not by any means a first class piece of work yet, but a remarkable improvement over that of last year. But this statement from Mr. Boyce expresses what is

IMMENSE JANUARY CLEARANCE SALE!
Special Prices all over this Department
BUTTERICK PATTERNS
10 CENTS AND 15 CENTS
NONE HIGHER
SALE COMMENCES JANUARY 23d, and ENDS FEBRUARY 6th, 1909
New Bargains Daily During This Sale so Come Every Day.
THE LEADER, ADEL, IOWA.

No. 10

more times the cause of inferior work, than one unacquainted with the interior affairs of a print shop would think—"the man wanted it that way."

And here are two interesting letters from a new friend—one whom I hope may grow to be an "old one" of this department: The first of these letters was sent to Mr. Herbert at Chicago, who forwarded it to me together with the papers mentioned therein, and the last came direct to me sometime later. I am glad at this time to be able to offer them careful attention:

Wynnewood, Okla., November 20, 1908.

Dear Sir:—Enclosed please find check for $3 to cover subscription to your periodical.

Under another cover you are being sent two copies of the *New Era*—one when the undersigned bought the paper last March and the other when we enlarged to six columns. Our first page is not yet what we would like it, but those ads are under contracts and as this is a rum cotton year we don't care to monkey with advertisers. The editor has had no particular experience in the mechanical part of a newspaper. He used to be a reporter and before buying a country weekly worked in one shop for two or three months as devil to learn something of the business, aside from editorial work.

What do you think of the sheet and can you give us any suggestions? Thanks,

The Wynnewood New Era.

National Printer-Journalist, Chicago.

We worked as a reporter making a paper as other men wanted it. Now our aim, besides making a living, is to run a paper according to our ideas, not simply to make all the money possible.

January 26, 1909.

Dear Sir:—Just received the National Printer-Journalist for the current month. Your editor intimated last month that you might tell something about what you thought of the *New Era* since the writer purchased it last spring. We sent him copies of our first paper and our last (at the time) in November.

Now, I'm not looking for a write-up but would only like a little criticism. I expected it to be personal so enclosed a stamped envelope,—which I do again in the hope of a reply this time. The undersigned, as he wrote your editor, had always been a reporter on city dailies and had but a few week's experience as apprentice in a country shop before he purchased a weekly for himself.

My ideas on make-up are probably not a printer's, as I'm not one of the craft, though I do occasionally set up a quick job when my foreman is away. So I'd like you to tell me what you think of the looks of the *New Era* nowadays. If you have not seen those copies I sent to your publication office we will forward you some more. Anyway, I'll be much obliged for anything you may say. Very truly yours,

Mr. O. Byron Copper, De Soto, Wis.

The Wynnewood New Era, L. E. Stoddard.

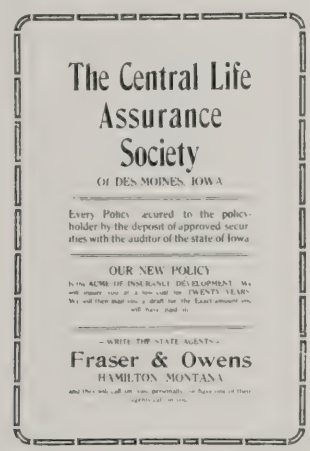
I like that expression of Brother Stoddard's: "Now, our aim, besides making a living, is to run a paper according to our ideas, not simply to make all the money possible." It expresses the ideal spirit—the spirit which is so scarce in modern newspaper makers—the spirit this department has ever endeavored to inculcate in the minds of its readers. The principal change which Mr. Stoddard has made in the Wynnewood *New Era* since he became its possessor, is to enlarge the size of the pages from five-column to regulation six-column size, and to reduce their number from twelve to eight pages, thus eliminating entirely the ready-print feature. If anything, as pertains to typography, the *New Era* was a little better under the former management than at present—but that is no compliment to either, for in both cases the typography is bad, very bad. It is plainly to be seen that Mr. Stoddard is a good writer and a good news gatherer, and it is to be regretted that he is not equally as well versed in the mechanical departments, else that he is not able to secure the services of some one who is. It is a tedious task, indeed, to set out with a paper so entirely gone wrong as this one, and definitely and thoroughly point out the defects and recommend the proper remedy in each, but since that is one of the first objects of this department I have determined in this case at least to tackle it:

Beginning with the first page: The "squibs" at both ends of the title line are unsightly and unsymmetrical. Reset them within neat rule boxes, for instance, in an eight or ten-point face. Banish all displayed advertisements, if possible; but if considered so impossible that the effort at their elimination will not be made, then, at least, make them up according to accepted typographical propriety, which, being plain, is to relegate them to the right hand side of the page, the larger ads to the bottom, and smaller ones to the top. Make up the reading matter with a careful eye to balance. Choose a series of headings, if desired, (although a great variety of headings is not to be recommended for too free use in ordinary country weeklies) but by all means choose caps for the first line. After the head-letters have been chosen, the editor should acquaint himself with the number of words and letters required for lines of the desired length, whereupon head-writing becomes—not always easy, as I was about to say—but accurate. And the man who writes the heads should always have in mind the makeup of the paper (which is easily possible on small weekly papers) in order to achieve best results. If cuts are used, as in the example before me, they should be grouped attractively and with a view to symetry—cuts in a rigid row across a page-top cannot help looking stiff and inartistic. All other pages of a paper should be made up according to the simple rule laid down in this case for the first page. Shove all advertisements to the right hand side, starting at the bottom with the largest specimen and topping out with the smallest, as thus in ordinary cases each advertiser is given a position

next to pure reading matter, as I have a hundred times explained in past installments of this department. It is not possible in a few words to teach a man the art of advertisement composition. I wish it were, for the ad compositor on this *New Era* needs instruction. Nor is it possible to say in all cases from an inspection of the paper alone why the impression and the print is not good. I wish it were, so that I might put the *New Era* force next to their troubles. In truth, it is hardly possible in a single review to inform a contributor along all the lines in which he needs information, but every criticism in this department of the NATIONAL PRINTER-JOURNALIST is written quite as much for every reader of the magazine as for the one man who writes for advice, and therefore he who is wise and awake can surely get instruction from a careful watch of each review. ,

A booklet well calculated to delight the eye of him who appreciates pretty things in typography is Barnhart Bros. & Spindler's late pamphlet displaying their popular Adstyle series. The series makes a strong letter for the printer, especially the ad-compositor, for whom particularly it must have been designed.

A fine, bright, snappy, enterprising publication is the evening *Herald* of Missoula, Montana, which on the first of the year issued a mammoth "booster edition" I would call it, of thirty-two full-sized pages, profusely and nicely illustrated, and containing an extraordinary abundance of matter intended to boost Missoula and Montana skywards. The *Herald* main-


The Central Life Assurance Society
OF DES MOINES, IOWA
Every Policy secured to the policy-holder by the deposit of approved securities with the auditor of the state of Iowa
OUR NEW POLICY
WRITE THE STATE AGENTS
Fraser & Owens
HAMILTON MONTANA

No. 11

tains about as neat and about as modest typographical styles as any of the lesser dailies hailing from that section of the earth, and her typography throughout is about as admirable as anything I have reviewed this month. DeVinne is the predominating face in all the displayed work, and in a majority of the instances the compositor has handled this grand old letter lovingly and skillfully. Exhibit 11 is one of the quarter-page specimens from this big edition. I fully realize that in these few hastily chosen words I have given a very vague idea of the excellence and elaborateness of this fine special effort on the part of the Missoula *Herald*, but I assure you that my lack of expression has not been due to any lack of appreciation. Suffice to conclude with this deposition: This special edition was as nearly complete and perfect in every respect as anything of the kind that I have been favored with this year. It demonstrates the proper spirit and represents an exemplary practice for all newspapers.

RICE LAKE, WIS., January 30, 1909.

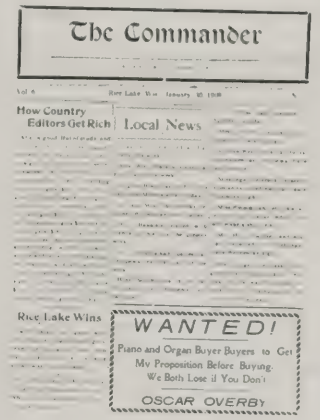
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Please find enclosed a copy of my paper, the *Commander*, which please criticise in the next number of the NATIONAL PRINTER-JOURNALIST.

I am fourteen years of age. My composing room—if that is what it may be called—is located in the attic of our home. Here I set up all of my type and make up my forms. I print my paper on a large job press in one of the newspaper offices here. Your truly,

A. NORMAN BREKKE.

A unique little paper is the *Commander*—with pages 9x12 inches, three columns to the page. I reproduce the first page as exhibit 12. Under the circumstances this little sheet is a creditable production—much better in every way, in fact, than some "sure enough" papers that I have had to do with. But then, I must not count this *Commander* out of the category of the "sure


The Commander
How Country Editors Get Rich
Local News
Rice Lake Wins
WANTED!
Piano and Organ Buyer Buyers to Get My Proposition Before Buying. We Both Lose if You Don't
OSCAR OVERBY

No. 12

enough" publications, since it is enjoying second class mailing privileges, and to be so favored, makes it, of course, a fullfledged newspaper, with a legitimate list of bonafide subscribers and the promulgation of information of a public character as its aim and purpose, and so on. The young editor does pretty well at gathering the local news, and his method of mechanical makeup is neat and tasteful. He has a fair conception of display, too, and his little paper is accorded a liberal advertising patronage from local dealers. There is nothing better for a boy than the possession of a printing outfit, if he is of the temperament that can be interested in such things, and nothing more profitable to his mind at which he may spend his time out of school. Master Brekke gets up his local news items in good readable shape, the sort of grammar he uses showing the beneficial result of the past six years' experience—that being the length of time the *Commander* has been in existence. I congratulate this young brother on his successful work.

MANISTIQUE, MICH., January 11, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Enclosed find samples of advertisements run in the *Courier-Record* and set in this office by Frank Guinan, foreman.

You are free to use these in your criticisms in the NATIONAL PRINTER-JOURNALIST.

The *Courier-Record* is a weekly newspaper and Manistique is a city of about 5,000 population.

Yours truly, WILBER E. CAMPBELL,
Editor and Manager.

Mr. Guinan's ads are being shown herewith as exhibits 13, 14 and 15. They have all been very nicely and neatly set, and eked out with painstaking care and sacred attention to the most minute details. The first of the trio is the best typographically, nothing having been left undone, evidently, that might add to its strength and attractiveness. The second specimen is a trifle coarser in style of display, but equally as fine

in finish and detail. There is some superfluity of rule however. While exhibit 15 is a most remarkable creation, nevertheless it impresses me as an extremely

No. 13

undersirable advertisement. It is rather obscure, conglomerate and cramped in places, and withal a very expensive time-killer. Part of it might very consistently be considered as good job-work, but none of it

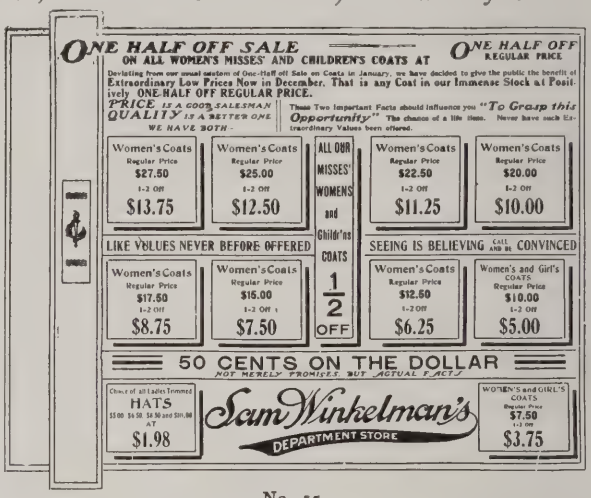
No. 14

could ever pass for nice advertisement composition. Just the same, it is a remarkably clever piece of rule work.

Ochelata, Okla., November 18, 1909.

Dear Sir:—I recently bought the N. P.-J. from a local news-dealer, and notice your department. I am sending you a copy of last week's paper, under separate cover, and would like your opinion of it. I have but one font of type over eighteen-point, and that is 24-point Livermore. I have no border. I have just gotten my Roman (all but 50 pounds) and am in debt for it, and can't get the type paid for. I am fifteen years old. I have no help to run the paper, so you can see I am fairly busy. I print my paper on a Washington hand press. My main trouble seems to be in locking up the last page, as the plate matter bulges up. And I have some difficulty in getting an even distribution of ink. I would like your opinion of the paper very much. J. T. May.

From the tenor of the above letter and an interested inspection of the Ochelata *Progress,* I am compelled to own it is as my opinion that here is a young brother editor who is "bucking a pretty stiff proposition," as they say out west. And I must add that his exemplary pluck, determination, initiative, and his achievements (such, even as the latter are) are worthy of much


ONE HALF OFF SALE
ON ALL WOMEN'S MISSES' AND CHILDREN'S COATS AT
ONE HALF OFF REGULAR PRICE
Sam Winkelman's
DEPARTMENT STORE

No. 15

admiration. I cannot tell him what causes his plate matter to bulge in locking, but I should think if the bases were of correct length and the form carefully locked, by beginning gradually with the quoins at what I call the "solid corners" of the chase first, and so on until one has gone all around the chase, and then repeating the operation until the form is tight, there had not ought to be any bulging of the columns. Too often printers who do not understand locking-up, tighten a quoin completely before passing to another, whereas each point of pressure should be forced by degrees until the form is locked sufficiently all around to lift. As to the uneven distribution of ink, if Brother May hasn't a regular inking apparatus, such as may be procured for use with hand presses, then he should provide himself, if possible, with a marble slab, which may be mounted on a bench or box of proper height—or a dry goods box alone, one end of which may be covered over with tin, makes a good substitute. If the ink then is spread upon this and carefully distributed here with the roller before being applied to the forms, a good even color ought to result. One should be careful in operating a hand press not to get too much ink on their distributor, as this is more than half the battle. Of course, the Ochelata *Progress* at the present writing won't stand criticism, but under the circumstances it might be considered a pretty creditable effort for a lad of fifteen, hampered by the lack of proper material, etc., and I sincerely hope that its name may prove prophetic and that I may have the pleasure of viewing it in the future with everything in perfect shape.

Dalton, Georgia, January 12, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending you under separate cover sample copies of the Weekly and Daily *Argus* for your criticism. Have been working on the *Argus* for the past two years as ad man, and would like to have your opinion of the ads, make-up and general appearance of the paper. Appreciating in advance any criticism you may make, I am,

Yours truly, Edgar L. Nonce.

I was told the other day by a friend in whose veracity I have considerable confidence, that even to this

day there is a man now and then here in the North who can't believe that any good thing can come out of the

THE DALTON ARGUS.

LEADING PAPER OF NORTH GEORGIA BEST ADVERTISING MEDIUM IN PIEDMONT SECTION

DALTON, GA., THURSDAY, FEBRUARY 4, 1909

LINDSEY BOY DIES OF SHOTS FROM POLICE

SMALLPOX RAGING AT GORDON SPRINGS

BLACKS PUT UP BY WHOLESALE FOR ASSAULTS

TO ORGANIZE LARGEST BANK IN THE WORLD

PENSION MONEY IS TO BE PAID OUT

FORTNER'S ARM GROUND UP IN COTTON MILL

JUDGE DORSEY NOTED LAWYER PASSES AWAY

No Action Taken to Work Convicts on County Roads

MRS. CARTER TO BE BURIED IN MURRAY

COLDEST WEATHER IN TEN YEARS

BLOODHOUNDS GIVEN POISON AND KILLED

B. L. JONES SUICIDES AT MACON GA. HOME

L.R.DARNELL ARRESTED: MOONSHINING CHARGED

WILHELM IS KILLED BY HIS EMPLOYER

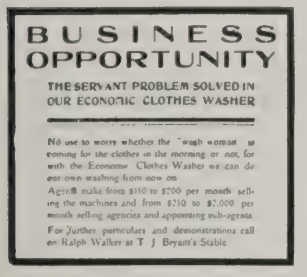
WRIGHT AND FORD NAMED CARRIERS

JAPANESE PEOPLE NOT AFRAID OF AMERICA

EVENING WITH WEBSTER A TRULY SOUTHERN ONE

No. 16

South land. But if there chance to be any such among the readers of this installment, permit me to cite them at once to the Daily *Argus* of Dalton, Georgia, which is one of the best, the brightest and breeziest of little dailies. It is not only especially good in point of news-service, but its editorial columns are full of vigorous


BUSINESS OPPORTUNITY

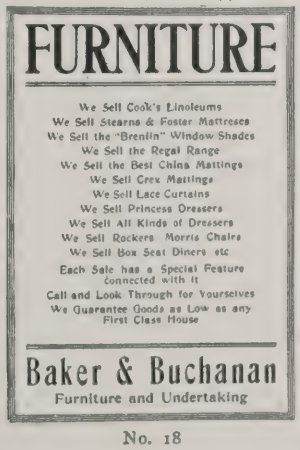
THE SERVANT PROBLEM SOLVED IN OUR ECONOMIC CLOTHES WASHER

No use to worry whether the "rough woman" is coming for the clothes in the morning or not, for with the Economic Clothes Washer we can do our own washing from now on.

Agents make from $150 to $700 per month selling the machines and from $750 to $7,000 per month selling agencies and appointing sub-agents.

For further particulars and demonstrations call on Ralph Walker at T. J. Bryant's Stable

No. 17


FURNITURE

We Sell Cook's Linoleums
We Sell Stearns & Foster Mattresses
We Sell the "Brenlin" Window Shades
We Sell the Regal Range
We Sell the Best China Mattings
We Sell Crex Mattings
We Sell Lace Curtains
We Sell Princess Dressers
We Sell All Kinds of Dressers
We Sell Rockers Morris Chairs
We Sell Box Seat Diners etc

Each Sale has a Special Feature connected with it

Call and Look Through for Yourselves
We Guarantee Goods as Low as any First Class House

Baker & Buchanan
Furniture and Undertaking

No. 18

and refreshing thought. All mechanical departments show modern equipment and skilled workmanship. The reproduction herewith (Exhibit 16) demonstrates the sane balance attained in the makeup of the front page, and exhibits 17 and 18 are a couple of Brother Nonce's fine ads, which speak for themselves. Since the preswork cannot do so much for itself, I will add that that is right up alongside of the eminent standards of the other departments mentiontd.

CADILLAC, MICH., January 22, '09.

The National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—I am submitting to you a few ads selected at random, and as they always come in about the time that they should be in the forms, they are "throwed up" and it is seldom that I have a chance to put extra time on them.

I would greatly appreciate any criticisms that you may wish to offer, and would feel greatly complimented if they

23 Skidoo Sale! 23

Broken Lots and Single Pairs of Shoes Will Have to "Skidoo"

One Lot of Men's Crossett Inch Made Patent Dress Shoes. Regular price $5.00. SKIDOO PRICE $2.75

One Lot of Men's Patent Colt Dress Shoes. Mat top, regular price $4.00. SKIDOO PRICE $1.95

One Lot of Men's Patent Colt Shoes, Blucher Cut, regular price $3.50. SKIDOO PRICE $1.50

One Lot of Men's Calf Shoes, narrow and wide toe, mixed lots, regular price $2.00. SKIDOO PRICE $1.25

One Lot of Ladies' Patent kid, hand turned soles, regular price $4.00. SKIDOO PRICE $2.50

One Lot Women's Patent Colt Lace and Button Shoes, regular price $3.50. SKIDOO PRICE $2.25

One Lot of Misses Patent Colt Button Shoes, Mat top, regular price $2.00. SKIDOO PRICE $1.25

One Lot of Misses Dongola Shoes, Fleece Lined, Patent tip, regular price $1.50. SKIDOO PRICE 95c

We have hundreds of Single Pair Specials that we have not room to list here on account of space. We have them hung in our windows with the size and price marked on each pair. Watch this space when our ad. appears. You will always find something that will interest you.

23 J. A. Coffey THE CASH SHOE DEALER 113 North Mitchell Street. J. A. Coffey THE CASH SHOE DEALER 113 North Mitchell Street. 23

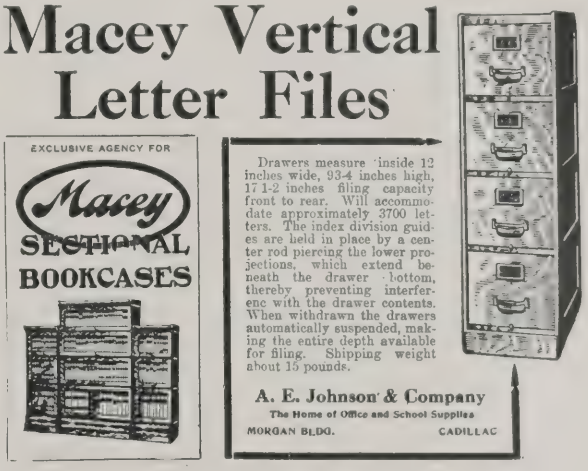
No. 19

will find room in your paper. I have been a "print" for five years only, and am making advertisement composition a specialty, as I find more pleasure and a greater variety in it than job composition.

I am a regular reader of your Journal every month and look forward to the receipt of it with pleasure and interest.

Fraternally yours, L. H. CURRY.

It affords me pleasure to show as exhibits 19 and 20 the two best specimens from this budget from Brother


Macey Vertical Letter Files

EXCLUSIVE AGENCY FOR

Macey SECTIONAL BOOKCASES

Drawers measure inside 12 inches wide, 93-4 inches high, 17 1-2 inches filing capacity front to rear. Will accommodate approximately 3700 letters. The index division guides are held in place by a center rod piercing the lower projections, which extend beneath the drawer bottom, thereby preventing interference with the drawer contents. When withdrawn the drawers automatically suspended, making the entire depth available for filing. Shipping weight about 15 pounds.

A. E. Johnson & Company
The Home of Office and School Supplies
MORGAN BLDG. CADILLAC

No. 20

Currey. They display real ability and taste as an ad-builder. Both are simple, neat and strong examples.

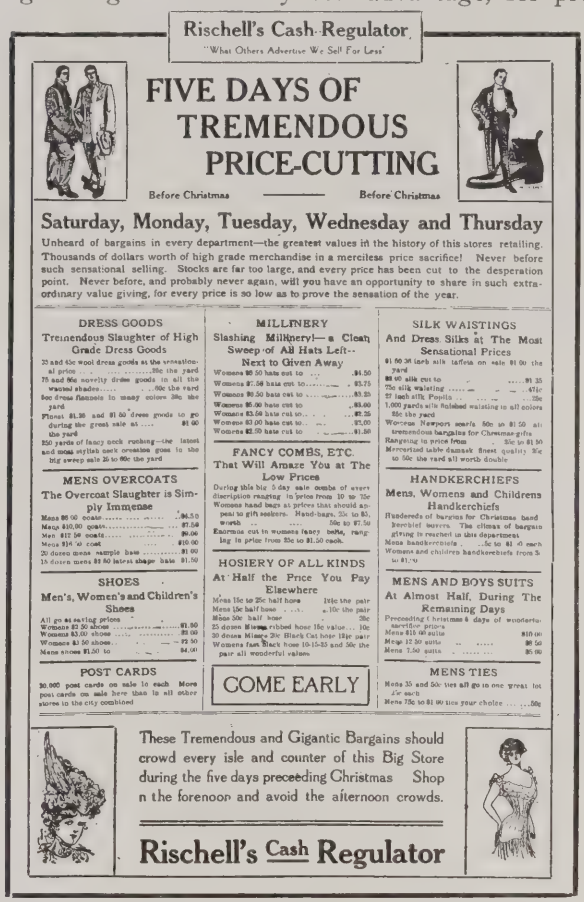
WILLOW SPRINGS, MO., January 30, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am a new subscriber to the NATIONAL PRINTER-JOURNALIST, having just received my first copy, and notice your cirticism on ads, etc. I am sending you under separate cover a few copies of the *Republican*, and if you think they are worthy of your notice, why, say what you think about them. I wish to say that this office is short on display type and good brass rule; we have no one-point at all and the 2 point is very old. The work was done in a rush as our advertisers wait until the last minute to hand in their copy. Yours respectfully, H. F. SLUSSER.

Brother Slusser need make no excuses for the ads, nor for anything else in his excellent little paper, for there's little about the Willow Springs *Republican* that requires excuse. It's a fine little sheet, with four-column pages, the strange co-incidence being that it is the second publication of that rather unusual size that I have found on my desk this month. The brass rule in the *Republican* office may be old, but there is a lot of brand new modern type to offset its age, and

whoever sets the ads knows just how to use everything he's got to the very best advantage, for proof


Rischell's Cash Regulator
"What Others Advertise We Sell For Less"
FIVE DAYS OF TREMENDOUS PRICE-CUTTING
Before Christmas
Before Christmas
Saturday, Monday, Tuesday, Wednesday and Thursday
Unheard of bargains in every department—the greatest values in the history of this stores retailing. Thousands of dollars worth of high grade merchandise in a merciless price sacrifice! Never before such sensational selling. Stocks are far too large, and every price has been cut to the desperation point. Never before, and probably never again, will you have an opportunity to share in such extraordinary value giving, for every price is so low as to prove the sensation of the year.
DRESS GOODS
Tremendous Slaughter of High Grade Dress Goods
MILLINERY
Slashing Millinery!—a Clean Sweep of All Hats Left—
Next to Given Away
SILK WAISTINGS
And Dress Silks at The Most Sensational Prices
MENS OVERCOATS
The Overcoat Slaughter is Simply Immense
FANCY COMBS, ETC.
That Will Amaze You at The Low Prices
HANDKERCHIEFS
Mens, Womens and Childrens Handkerchiefs
SHOES
Men's, Women's and Children's Shoes
HOSIERY OF ALL KINDS
At Half the Price You Pay Elsewhere
MENS AND BOYS SUITS
At Almost Half, During The Remaining Days
POST CARDS
COME EARLY
MENS TIES
These Tremendous and Gigantic Bargains should crowd every isle and counter of this Big Store during the five days preceeding Christmas Shop n the forenoon and avoid the afternoon crowds.
Rischell's Cash Regulator

No. 21

of which I show the three accompanying specimens (Exhibits 21, 22 and 23.) It also is a real pleasure

Springfield Republican's
Third Great Bargain Day
You an Opportunity to Get a Daily and Sunday Newspaper an Entire Year for
DAILY AND SUNDAY FOR A YEAR
$2.50
$4.00 WORTH FOR ONLY $2.50
By Mail Anywhere in The United States
$2.50—FROM NOW TO FEB. 1, 1910—$2.50
HOW TO OBTAIN IT
Special For Mail Subscribers
Send your subscriptions to the Willow Springs Republican Willow Springs, Mo, or the Springfield Republican, Springfield, Mo Remember the Bargain Day date, Monday, February 1st, 1909

No. 22

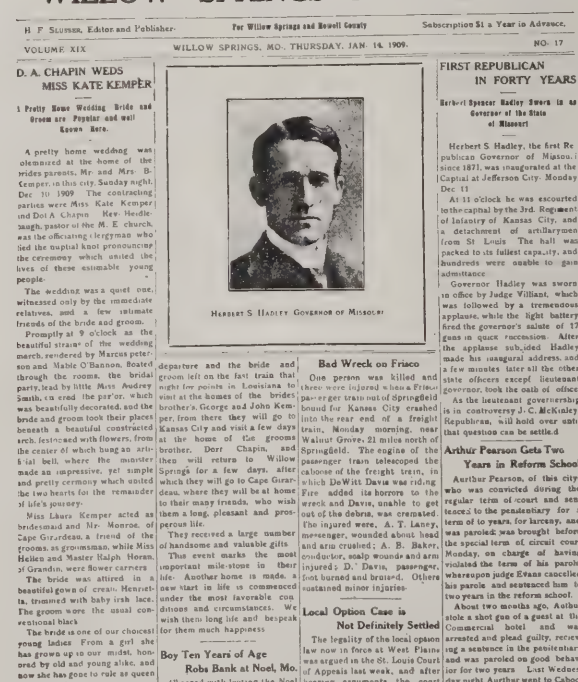
for me to offer a reproduction of the first page of a recent issue of this pretty paper (Exhibit 24). I request a careful inspection of its modest perfection from the reader.

After a careful and complete examination of the Plattsmouth, Nebraska, twice-a-week *News-Herald*, I wish to go on record as having found it a very creditable newspaper. It contains an abundance of good, live reading matter, maintains an able department of editorials, gives a lot of local news, attains high standards in the composition of its advertisements, secures a clean, legible print, and, in spite of the two attrac-

Rischell's Cash Regulator
"What Others Advertise we Sell for Less"
(THEBIG DAYDIGHT STORE)
CAUTION
We advise the public to patronize merchants that buy their merchandise from manufacturers, jobbers, and importers, whose products are produced in SANITARY SHOPS. It is absolutely unsafe to buy goods from stores that draw their supplies from the slum districts of the large cities. Often such goods bear germs of contagious diseases. Especially such goods as pawn brokers and second-hand goods.
Remember, only goods of merit, that come from sanitary makers, are permitted to enter this store. We regaid the safety of our public too mnch, to permit such trash to find space within these walls.
SATURDAY MORNING, AT 8 O'CLOCK
We open the Big Sale on Sanitary Bought Goods.
SPECIAL ANNOUNCEMENT!!
Within 15 days we will open and place on Special Sale 600 pair mens sample Shoes—manufacturers discontinued lines, such famous makes as Wm. Douglas, Regents and Royal Blues—Shoes that bear the stamped price $3.50 and $4.00. These goods were secured by our New York resident buyer, for the Regulator chain of stores, at a phenominal price concession from regular price. These goods will go on sale at $2.85 the pair. Wait for the big sale of sample shoes. From our regular stock we will continue to offer big bargains Attend Saturdays Big Special Sale.
Rischell's Cash Regulator

No. 23

tive ads that had not ought to be here, achieves a neat


WILLOW SPRINGS REPUBLICAN.
H F Slusser, Editor and Publisher
For Willow Springs and Howell County
Subscription $1 a Year in Advance.
VOLUME XIX
WILLOW SPRINGS, MO., THURSDAY, JAN. 14, 1909.
NO. 17
D. A. CHAPIN WEDS MISS KATE KEMPER
A Pretty Home Wedding Bride and Groom are Popular and well Known Here.
Herbert S Hadley Governor of Missouri
Bad Wreck on Frisco
Local Option Case is Not Definitely Settled
Boy Ten Years of Age Robs Bank at Noel, Mo.
FIRST REPUBLICAN IN FORTY YEARS
Herbert Spencer Hadley Sworn in as Governor of the State of Missouri
Arthur Pearson Gets Two Years in Reform School

No. 24

and artistic effect in the makeup of its first page. What more could its readers—or even its critics—ask?

THE MAKING OF A NEWSPAPER

NO other teaching is equal to that which teaches by example, gives methods and truths by actual, practical demonstration. For over twenty-one years the NATIONAL PRINTER-JOURNALIST has been conscientiously giving all possible instruction as to newspaper-making from facts, experiences, theories, and demonstration from all over the world. Each issue has afforded enough, if carefully studied, heeded and worked out, to make every reader a successful newspaper publisher, and to help him to win as a job printer. This instruction has been in somewhat disconnected facts so far as the creating a newspaper is concerned. This month, we have decided to add a complete description of how one model and exceptionally successful newspaper is made, taking our story from the paper itself. The Topeka, Kansas, State *Capital* on Feb. 28th issued what it termed House Warming Edition. It consisted of one hundred and thirty-six well-filled, well-illustrated and well-printed pages of seven columns each. Besides the news, and the section giving a description of the making of the paper, its history and a description of its building, there were Financial, Educational, Historical, Builders, Insurance, Comic and Illustrated Sections, but it is with the description of the way that the paper is made and of the building, machinery and appliances that newspaper-makers are chiefly concerned.

First, then, for the graphic description by the paper itself as to

"HOW THE CAPITAL IS MADE—EACH STEP OF DAILY WORK."

WHAT IS DONE IN EACH OF THE DEPARTMENTS EVERY DAY IN THE YEAR IN ISSUING THE LARGEST KANSAS DAILY — EVERY DEPARTMENT MUST BE WELL ORGANIZED AS THERE CAN BE NO DELAYS AND NO MISHAPS.

They were standing on the sidewalk intently watching the *Capital's* big press. The young people were evidently strangers being shown Topeka sights by an elder relative. The monster press was running, and the huge rolls of clean, white paper were unwinding and being delivered folded, cut and pasted at the other end of this pile of whirring machinery, as *Capitals*. "Now," said the elder gentleman, "when you go home you can say that you have seen how the Topeka *Capital* is made." This very common error, that the printing of the paper is all there is to it, would be quickly dispelled had the party taken advantage of the *Capital's* invitation to inspect the various departments of the Capper building. The actual printing of the paper is almost the last of the numberless details that go towards fulfilling the *Capital's* side of a contract with thousands of subscribers and advertisers to furnish them every day the latest and best news of the world in readable shape and promptly. From twelve to fourteen hours of unceasing energy upon the part of scores of men and women is necessary to bring the paper to the press room stage of completeness. To violate in any particular any part of these contracts lessens the importance, prestige and popularity of the newspaper that neglects them. A breakdown may occur, but every effort is put forth to have all the machinery, human and mechanical, in good running order, that the possibility of a delay may be averted.

In order to better understand how the *Capital* is made, it would be well to start from the top of the new Capper building and work towards the press room. Not all the brains of a great daily are in its editorial rooms, but the majority of the brain-workers are employed in getting together the "stuff" that goes to fill the columns of the paper. The term, "stuff," is applied to everything in the way of copy, whether it be good or bad, news or joke, advertising or editorial. Upon the character of the "stuff" that goes into the paper depends the success of the paper. A newspaper is judged by its editorial opinions, the character of its news and the manner in which it is compiled for the reader. If these be satisfactory, the advertising department will have easy sledding.

The opinions of a newspaper are sacredly reserved for the editor and proprietor. They alone are privileged to use the editorial "we," the big I, or express personal opinions. The editorial page is revered by all concerned as the only part of the paper that has precedence over every other part. On this page may be found the editorial and news comment on national and state affairs, and the page is under the control of the managing editor. The exchange editor is his helper, but of much less importance and power. Every paper publisher in Kansas and the leading dailies of the United States find their way to the *Capital* office in exchange for the great Kansas daily. The mail messenger dumps the sacks of newspaper mail on the distrubiting table of the

The Topeka State Capital Building

exchange editor and it is sorted by the classification of daily, weekly, magazine, or to whatever department each particular publication goes for perusal. The exchange editor culls from the state papers the current news of state-wide interest. The editor-in-chief scans the great daily papers of the nations that he may keep in touch with the trend of public opinion; the best ideas of the great writers are thus noted and compared on subjects of current interest.

It has been said that the editor controls the editorial page. It is not quite correct for "Dodd Gaston" is permitted to encroach upon the sacred precincts of this page. His column is not controlled by anybody. He is given wide latitude and "poetic license" to lambast, praise, ridicule or cajole all manner of people and things, and in his own way, just as the "black sheep" of a family is tolerated and allowed to do and say outlandish things without being sent from home, for fear he may contract even worse habits. It is in the same spirit that his writings are tolerated by the thousands of

parties to the *Capital's* subscription contracts; they make excuse for him and pass it by for the *Capital's* sake.

The workers on the editorial page are the daylight force of the literary end of the paper. When their copy is in they are privileged to go home, and their stuff is usually in type and the proofs read before the local copy is even written.

The pulsating life blood of the big daily newspaper centers in the news department. Routine and time are factors here as elsewhere, but the attractive something-new-every-hour spirit that pervades the work of the news-gatherer makes his work less tiresome or monotonous. The energetic reporter with a "nose for news" never finds his work monotonous. He rubs against the world, all classes of people and all manner of places are daily visited by him, and he learns to know human nature as few other men can know it.

The reporters are under the direct supervision of the city editor. By telephone from his desk, he keeps in close touch with them from the time they receive their assignments and set out on their afternoon rounds, until they return. Though all may have regular beats, or as they are called in newspaper parlance, "runs," they are subject for assignment upon other work—a special feature story, a murder case, a railroad wreck, or perhaps to meet No. 6 and interview some notable passing through the city. The reporters have no assurance of a cut and dried program any day of the week. The city editor, with telephones at his elbow, with the Associated Press operator in the adjoining room, and with hundreds of sources of information at his hand, is in touch with the city and the world. If a "flash" by wire should indicate a good story of local interest abroad, he has but to wire a request for 500 words, or whatever length of story he thinks the occasion warrants, to the utmost ends of the civilized globe, and learn from eye witnesses what has happened to the Topekan away from home. While his reporters are in the field he is not idle. He plans the next morning's paper ahead of any definite knowledge of what the day may bring forth. His plans may be cast entirely aside and new ones formed owing to the day's happenings. By the time the reporters return from their quests for news, usually at 6:30 in the evening, the city editor has prepared the feature stuff that he always keeps in store, has ordered and received the halftone engravings that accompany the stories, and much of this is in type before a line of local news has been turned in. In the event of something of great importance happening it may be necessary to print an "extra," and then is when there is something doing about the news rooms. This important event may come at a time when all are ready to retire for their early morning sleep; but when the city editor is notified by the reporter left on "dog watch," he decides quickly whether the story will warrant an extra and sounds the "all hands on deck" signal by telephone, and his staff and the mechanical force are soon on hand to perform their part of the work.

It may be necessary to "kill" column after column of otherwise important news matter to get the more valuable news in the paper, but at such times little thought is given to the lesser news, and it is sidetracked according to the city editor's blue penciling. This was made necessary by the recent Copeland hotel fire, which occurred at a time when all but the "dog watch" had gone home.

When the reporters congregate in the early evening they report to the city editor in brief what stories they have of importance, and settle down to their typewriters to "grind out" the news that they have encountered in their rounds. As fast as a story is written it is passed to the desk of the city editor. He, with blue pencil in hand, judges the value of the stories, cutting out, or adding to them, words, lines or paragraphs as he deems best, and writes the headlines. The most important news receives "top heads," that is, display headings of several "decks" in large type; and as the importance wanes the headings and style of type decrease in relative ratio. His idea of the greater or lesser importance of a story may widely differ from that of the reporter, and it may be necessary for the writer to add further detail to a briefly written article in order to warrant the "top head." If the copy turned in is of no public importance, but stretched beyond its worth, the city editor's blue pencil will do the trimming. The life of the city editor and his staff of reporters is not always rosy. No matter what the weather, what the circumstances, what the place or time, the city editor's and the reporter's first thought is "my paper." The readers must have the news, fresh and in readable form, and on time, every morning, and if a cog slips somewhere along the line, there is delay, as well as trouble ahead for the one who is responsible. The reporter's province is to get the news, and he goes to great lengths and often dangerous lengths to get the first and best story for his paper. His task could be made lighter and his stuff more accurately recorded were all people aware that withholding facts from the reporter result only in garbled first reports. A reporter will not violate a confidence. He knows the good from the bad and his trained eyes and ears can detect the fakir and the untruthful news sources. It is far better to get any kind of news correct than to have it garbled, and it is bound to come out if of news importance.

The society reporter is a member of the city editor's staff and she, too, must seek out the day's news in her line, and prepare her copy for his inspection. Her page is prepared principally during daylight, except when some social event of great importance will not bear an advance write-up, when she is obliged to return after the party and write it up.

The telegraph editor bears the same general importance to the paper as does the city editor, though he has no force of men to direct. In the adjoining room is the telegraph operator who, while an employe of the Associated Press, is the principal source of supply of the telegraph editor's copy. As the instruments click out the news of the outside world the operator hammers away at his typewriter at the rate of 100 words per minute, taking the news off the wire by a code that condenses many words in one. Instead of transcribing by code as received he typewrites the translation, and the telegraph editor has few words, and then only small ones to supply. This operator is an expert telegrapher and typist, and can take the President's message entire without a break. His copy is deliverd at the telegraph editor's desk as fast as written and there the stuff is edited and heads supplied. It devolves upon the telegraph editor to arrange the first or telegraph news of the *Capital.* The "specials" by wire from the *Capital's* 250 correspondents in Kansas and the Associated Press service are at his command for whatever news of interest to the *Capital's* readers he desires to use. In addition to these he is supplied with an advance news service which comes by mail or express daily, containing illustrations of current events of world-wide importance, and from this he may choose appropriate illustrations, the matrices for which are sent to the composing-room with his copy. He must have a keen sense of discrimination as to the value of news and "play up" the most important.

The autocrats of the *Capital's* army of employes are the advertising manager and his assistants. They rule with a Czar's hand whenever business is brisk, and can kill more good news stuff to make room for advertising than the city or news editor would dare leave out of the paper under almost any circumstances. "Paid stuff," as it is called, has precedence over all else, and even the editor-in-chief is sometimes called upon to whittle his page rather than resort to the making up of an extra section at a late hour. The first page of the *Capital* is the only one of the paper that the

advertising department cannot sell, and the temptation to make contracts for that page is hard to overcome. As ministers plenipotentiary and envoys extraordinary representing the best advertising medium in Kansas, they go out among the business men during the day and, with an inch rule and a copy of their paper, present arguments and facts that convinces the advertiser that an increase of space on that particular day is the proper thing. With his pockets bulging with copy and hands full of illustrations in the form of electrotypes, stereotypes or matrices for cuts he makes frequent trips to the office, reporting to the advertising manager. By the time the news forces assemble after supper the ad man can report the amount to be consumed in advertising, and the pages upon which it will have to appear. The assistant foreman in the ad room is advised as to the probable outlook for the evening so that sufficient force may be employed, this part of the composing-room being dependent upon the success or failure of the ad men in securing copy. A large proportion of the small ads are brought to the counting room, but the advertising department has men searching out the small advertiser the same as the big contracts.

The foreign advertising is an important division of this department. Hundreds of annual contracts made with agencies all over the country must be continually watched to prevent the least violation of their provisions. No advertiser is more exacting than the agency that controls the advertising of a great proprietary article or commodity of national renown. Failure to insert, wrong position, or the least error that can be construed to mean a violation of contract is taken advantage of, and causes grief for the advertising department. The advertising manager is constantly seeking new advertising features for the benefit of his customers. It is his business to assist in every way possible the advertiser, and furnish ideas for display, illustration, shape and size. He must have the rates at his tongue's end, and be equipped at all times to give prices of space or readers, from pages to lines, at a moment's notice.

There are two departments of the *Capital* that are closely allied to both the news and advertising branches—the photo-engraving and the illustrating departments. The city editor, for example, may need at any hour, the portrait of some distinguished citizen who has suddenly met death in a railroad wreck, or has gained greater honors in public or private service. He has obtained a photograph from the family and wants to use a picture with the story next morning. He sends a rush order to the photo-engraving room, and here, by the aid of powerful electric lights and monster cameras the photograph is reproduced on metal by the halftone procses. Between the camera and the picture is a glass screen on which is ruled vertical and horizontal lines. By the fineness or coarseness of these screens the cut it is etched suitable for newspaper or magazine work. For newspaper work the coarser screen is necessary on account of the quality of the paper and the fact that it must be stereotyped and printed on a press running at a high rate of speed. If on fine screen the halftone would appear as a blur instead of being clear and distinct.

All copy, from every source, the editorial, reportorial, advertising and telegraph rooms, goes through the composing-room. Here the work of putting into type, arranging into columns and pages, and the proofreader's corrections is carried on. The foreman's desk is the catch-all for all copy that goes into the paper. He divides it up among the various divisions of his room, according to the class of matter to be set. The headings for the various articles go to the Linotype operator in charge of the machine of interchangeable type faces, the straight reading matter on the copy hook for the several straight letter Linotypes, and the advertising matter to the ad room, the latter to be set by hand. Since the advent of the Mergenthaler Linotype only the display type is hand-set, and but one-fourth of the number of printers is required to get out the mechanical work on a daily paper as under the old system. The Linotype takes its name from the fact that it casts a line of type into a slug, the cast being made from single character matrices of brass that are assembled by the operator from the keyboard of the machine. These slugs, accurately trimmed and sized, are automatically assembled on a slide, and by the operator transferred to proof galleys of column length, the heads are inserted over the various stories, and a proof taken by the galley boy. This proof, with all the copy, is taken to the proof room, where the proofreader reads every word, letter and figure, carefully comparing it with the copy which is read by the reader's assistant, or copy holder. He must find and mark every error made by the compositor and send it back for correction. If in Linotype work, the entire line has to be re-set to correct an error in one letter or figure, and another revision is made by the "make-up" to ascertain if another error has been made in re-setting.

The galleys of corrected type and slugs are passed after correction to the make-up dump, from which the various pages are made up by the assistant foreman in charge of that work. Each page or form is imposed on a separate iron table, or turtle, on castors, on which is a steel frame, type high, called a chase. After the make-up has completed lifting the material necessary to fill the page into the chase, it is locked by screw keys at the bottom of the page and and by wedge locks on one side, and the turtle is rolled into the stereotyping room. The same form then goes to the steam table; folded blankets are placed on the form and the whole pushed under a screw press made hot by steam. Pressure is applied and the form left until the layers of paper are thoroughly dried. When the paper and powder covering is peeled off it is a complete reverse imprint of the page form. This is called a matrix. The paper matrix is then placed in the casting box, of half sylindrical form, the edges of the matrix being held in place by clamps, and molten type or stereotype metal, an alloy of zinc and lead, is pumped from the melting pot into the casting box sufficient to fill the space between the paper mould or matrix and the back of the box. This is quickly cooled, or sufficiently so to handle with felt gloves, or hand size pieces of felt, and when the casting box is opened on its hinges, a plate, with rough edges, curved to fit the cylinders of the press, is taken therefrom. The paper matrix is laid aside for further castings or for the files, and the metal plate is put on the trimming machine, where the rough edges are sawed and smoothed off, and after the operator has planed and chiseled the proper bevels on the sides and ends the plate is ready for the press room. This operation is repeated for each page as it comes from the composing-room until all the plates necessary to make the complete *Capital* are out of the way.

At last that stage of the making of the *Capital* has been reached that was viewed by the spectators introduced at the press room windows. The foreman of the press room and his assistants have been busy for some hours preparing for the work that must count for so much in the last hours of the daily routine. The big printing machine has been oiled, tested and made ready, and the rollers that apply the ink to the metal plates (cylindrical in form and made from a composition of molasses and glue) are put in place, the ink fountains filled, and the requisite number of rolls of paper brought from the storage compartment, unwrapped and placed conveniently for quick use. All is in readiness when the first plates begin to arrive from the stereotyping room above. As soon as they are taken from the elevator they are taken to the press, where they are put on the proper cylinder of the press and locked on by set screws. All in place, the monster machine is ready to turn out papers. The least hitch or miscalculation in any part of the pressman's work may delay

the issue at the most critical time in all the day and night labors. There are several editions to print, and there are trains to catch with the early editions. Time now counts for more than anything else in the whole establishment. Too often the press room must make up the time lost by other departments that have been delayed in their part of the work. But when all is running smoothly this can be done. The capacity of the press is rarely taxed to the limit, but can be increased in speed to a rate of 25,000 complete *Capitals* per hour of any number of pages up to sixteen. It prints from continuous rolls of white paper, automatically feeding itself, and at the other end has a folding attachment that gathers the pages, pastes the inserts and folds to mailing size, delivering in a trough as fast as a man can take them away by hundred bunches, the complete papers. An automatic counter tells the pressman when he has reached the limit of his run for the issue.

The *Capital* buys paper by the carload, and has capacity for the storing of several carloads under the broad sidewalk at the west of the press room. Each roll averages 600 pounds in weight and contains about 5,000 feet of paper in one continuous sheet.

The end is not yet. Another important part of the *Capital's* contract is unfulfilled at this stage. The paper must be delivered by carrier and mailed to the subscribers. The first editions are all sent out in the early morning hours by the various trains leaving the city. The mailing room is a busy place at this time. Minutes count, and everyone concerned must be on the jump. The mailing force has corrected beforehand the mailing list, inserting the new subscribers' names and addresses and taken out those whose subscriptions have expired, the strips of names have been printed from these lists and pasted together in long strips for the mailing machines, and all the necessary wrappers have been supplied with the little stickers to tell to what postoffice each bundle of papers is to go. The mail sacks are arranged on frames and tags applied which designate the route and railroad over which each is to be sent. As soon as the papers begin to come from the press room the operators of the mailing machines get busy. These machines are the invention of a man named Dick, who conceived the idea of expediting work of addressing papers by other means than pen or pencil. The printed strips, the width of the name and address are coiled on a small roller, and as the strip is fed by thumb pressure onto a rubber belt on which paste is carried so that each name passes the automatic cutter, a downward movement of the arm on which the machine is hung, cuts off the name and sticks it to the paper or wrapper. Experts on these machines can address papers as fast as two men can wrap the bundles. The bundles are thrown into the mail sacks by routes and hurried to the waiting mail wagons in the alley and started on their journey to the breakfast tables of the paper's patrons.

The last edition is divided between the mailing room and the city circulator's room, and while the mailing forces are at work getting out the bundles of papers to go out outside the city the carriers are receiving their quota of *Capitals* for delivery in the city.

In a general way the foregoing tells of the methods employed in the making of the *Capital,* leaving out the detail and technical terms that all may thoroughly grasp the multitudinous small things that go to make up the routine of all departments of the great state paper.

THE CAPITAL BUILDING IS A MODEL NEWSPAPER HOME.

EVERY DETAIL OF THE STRUCTURE AND OF THE EQUIPMENT WAS PLANNED WITH THE IDEA OF PROVIDING EVERY FACILITY FOR GOOD WORK AND FOR THE COMFORT OF THE WORKERS.

At the southeast corner of Eighth Avenue and Jackson street, with a facade of 75 feet on the north and 130 feet on an unobstructed frontage towards Capitol Square on the west, is the new and premanent home of the *Capital*, a massive structure of four stories and high basement of pure white stone, terra cotta and reinforced concrete, that challanges the admiration of all who look upon it. Built to withstand the ravages of the elements and the deteriorating influences of time, this monument to the leading Kansas newspaper will always be pointed out as one of Topeka's principal points of interest. It covers ground never befort built upon. Though in the very center of the busiest section of the business district, the ground was part of the homestead of Fry. W. Giles, one of Topeka's founders. Mr. Giles was also Topeka's historian, banker, benefactor and friend from the day of the birth of the city until he passed away.

The *Capital* building is undoubtedly the finest newspaper office, used exclusively as a "print shop," in the great West. It was built and planned for a modern printing establishment, and the details were admirably worked out at a cost of $180,000. An additional $175,000 was expended in equipping the plant. There is an air of stability and solidity in its every line, and the interior construction is in strict keeping with its exterior.

That most important of all requisites of the printing office, light, is abundantly supplied in this building. Immense plate glass windows, in twin series from ground to roof line, make the interior a strictly daylight office. There is little blank wall space, the columns between the double sets of windows and the comparatively small spaces between floors being the only outer wall shown The balance is plate glass clear to the handsome cornice The highest class of modern steel and concrete construction is typified in this building throughout, and provision was made in the plans for additional stories by erecting walls that would need no strengthening

The first glimpse of the interior as one passes the massive portals of the main entrance, impresses the visitor with the grand scale of substantial elegance of the builder. There are no superfluous nooks or rotundas that waste valuable space, yet there is richness combined with stability that strikes the eye at a glance. Every foot of the floor space counts and every department is taken care of according to its needs. The whole of the main floor is given up to the business, accounting and advertising departments, with the exception of the public lobby and the visitors' reception room at the left of the entrance. Comfortable chairs, large tables, the current files of the *Capital,* and the visitors' register make this one of the most inviting nooks of the big establishment. From here the stranger views a busy scene, and one that is but the first indication of what the Capper enterprises mean as employers. Behind the long counter that spans almost the width of the room, are the accountants, bookkeepers, subscription clerks, stenographers, mail clerks, and a force of assistants that occupy desks clear through to the rear of the great room. At the right of the main entrance is a room corresponding to the reception room, without door or partition, occupied by the general superintendent of the business force. Opening out of the general superintendent's office is that of Mr. Arthur Capper, the door of which stands ajar, without railing to bar the casual visitor or the easy approach of any employee.

The *Capital's* "central" occupies a place in the lobby. By intercommunicating telephone systems the outside world is connected promptly with any department in the building through four trunk lines that enter the building. There are twenty-two telephone stations in the building.

The first or main floor, is the one of all others that excels in importance in the eyes of the loyal Capper newspaper family. There the ways and means committee works out the safest and best methods to insure the payment of $5,000 weekly to about 400 employes in this building to say nothing

of the army of special agents and men in the field, for it is the advertising and subscriptions, the commercial printing and the judicious contracting for supplies for the big establishment's various departments that makes the wheels go 'round.

None need to wander aimlessly about the Capper building, for guides are there to escort the visitor through all departments, and the commodious and handsome passenger elevator connecting with the main lobby, makes the trip easy. The reader is therefore, metephorically speaking, asked to ascend with the writer to the top floor and by gradual descents will be shown the remaining departments from cafe to press room.

The comfort and convenience of the small army of employees in the *Capital* building was not lost sight of anywhere in the construction of this modern printery. Evidence of the warm spot in the proprietor's heart for the workmen and workwomen is particularly prominent on the fourth floor, where a large assembly room is set aside for the business and social meetings of the employees. Here rehearsals of the newly organized *Capital* orchestra, and *Capital* glee club are held. The whole souled idea of the proprietor to furnish comfortable quarters and amusement within the building for the employes is also evident in the rest and lounging rooms for the women and men on the same floor. Tables are supplied where they may spread their luncheons and order hot coffee from the cafe, or if they prefer not to bring their luncheons, they can be served with a hot meal at a nominal price. A nucleus for a library has been started by Mr. Capper with books from his private library. Just imagine, old time "print," what a boon this is to the regular and the "tourist," as compared to the past. The rooms are open at all times every day and from them a magnificent view may be had from the large windows of the busy city below.

The cafe is controlled by the employees, a committee of whom contract with a caterer for the serving of meals and lunches at reasonable rates. The kitchen and serving room has been set aside, rent free, by Mr. Capper, for the benefit of the employees, and they lay down the rules governing its management.

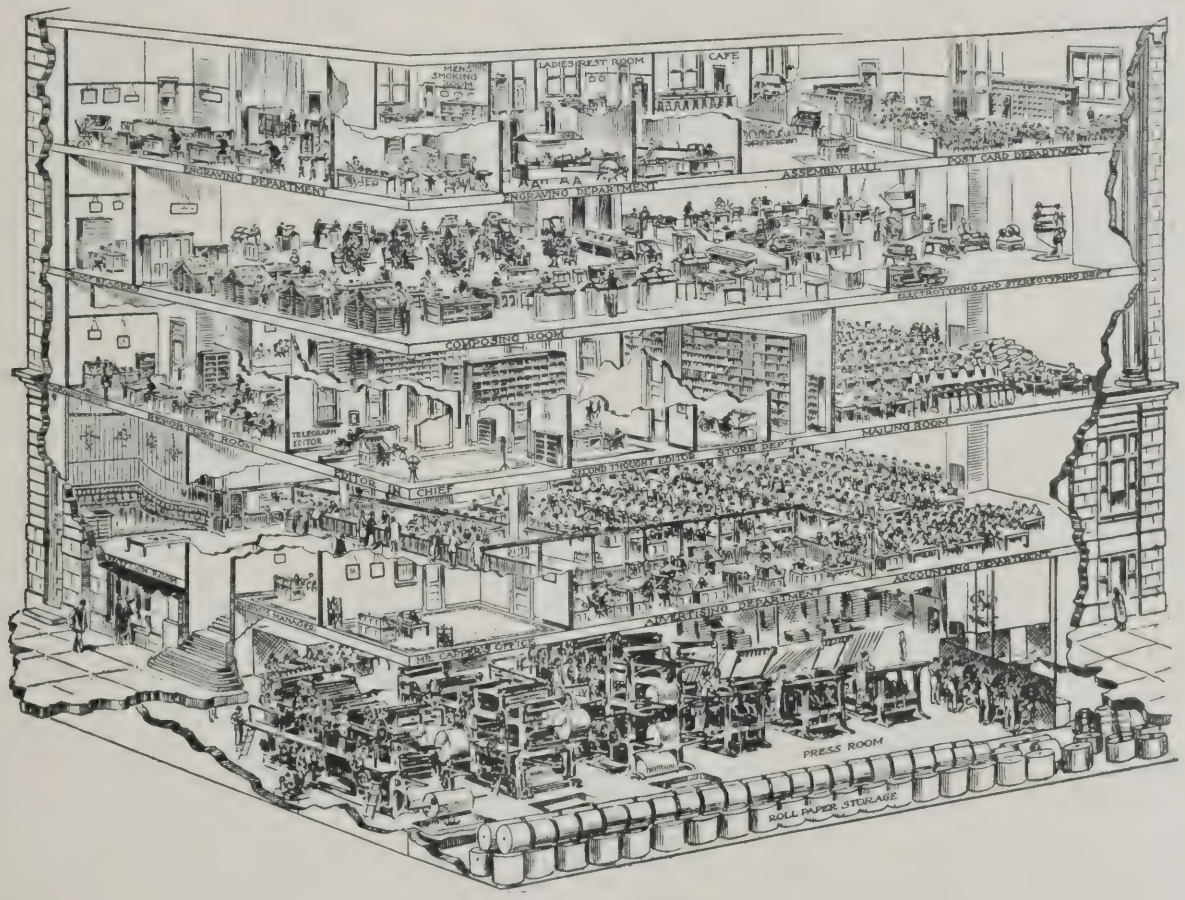
At the rear of the assembly hall on the fourth floor is the post-card department which employs a large force. A million post cards per week are sent out from here. The stock rooms for blanks and supplies are also in this department where they are arranged on shelves and labeled in perfect order.

The photo-engraving and art department is on the fourth floor, at the front of the building, and is the acme of convenience and arrangement. The skylight furnishes admirable light for the photographing room, and in the absence of daylight, the work is done by artificial light. Photo-engraving, until recent years, has been hedged about with secrecy, and the outer world was kept in ignorance of the process by which a photograph could be coppied on metal for printing. In the Capper engraving plant everything is open and the visitor is welcome. This department, without men on the road, covers a wide scope commercially, Kansas, Oklahomo and Nebraska drawing upon it for high grade art work.

The third floor is occupied entirely by the composing room. The composing room, in the words of one of the old time "prints," is "simply a dream." Light from three directions, high ceiling, good ventilation, and the most modern equipment that money can buy, makes it all that could be desired by the workmen. The linotype battery of seven machines occupies the center of the room, each with individual motor, and not a gas pipe in sight, all these being imbedded in the cement floors. New type, new rules, cases, cabinets, and all

THE TOPEKA DAILY CAPITAL

Where the Various Departments Are Located in the Capital Building



that goes to make up the complete print shop has been installed here. Nothing has been omitted to facilitate the getting out of a first-class metropolitan daily in the quickest possible time. This department is also supplied with one of the finest lavatories and baths in the building, a shower bath being one of the extras.

At the rear of the composing room is the stereotyping and electrotyping rooms. There is absolutely nothing in the way of up-to-date equipment that has been omitted in these departments. One of the most complete electrotyping plants in the west is found here. Plates are made from which the Capper papers are printed, and the commercial work is also a considerable item.

On the second floor are the editorial, mailing and filing rooms. Substantial elegance, that characterizes all the departments of the building is found on this floor. The editorial writer has a room on the northwest corner that is finished and furnished in excellent taste.

Across the front of the building on this floor is the news department, the workshop of the news end of the paper. The city editor has a cozy little private office adjoining the reporters' room, that permits of privacy without room for entertaining large crowds. The reporters' room is large and airy and flooded with light, with a commanding view to the north. Adjoining this is the telegraph room, just large enough for the operator who has little time to entertain company when at work. His instruments are connected with the outside world by wires concealed within the walls and enclosed in a case that may be locked when not in use. Here the news by wire, Associated Press and special service, is received and transcribed by typewriter by the operator. The editorial rooms of the other Capper publications are also on this floor.

The file room contains cases reaching to the ceiling, with boxes or pigeon holes for every day of the year, each numbered with a metal date tag. In these a number of copies of every issue of the *Capital* and other Capper papers are filed to supply future orders and for the bound files. In this room are also the bound files of the paper from the date of publication.

At the rear of the filing room is the mailing room. Here a large force is employed in revising and correcting the subscription lists of the *Capital* and the other publications. The little yellow name slip on a subscriber's paper is also the record of his account, and shows the date of expiration of his subscription. To provide against loss in this particular a duplicate copy of the mailing lists is kept in a vault outside the Capital building entirely. These extra lists are changed every week, in order to have them as near correct as possible at all times.

Papers are sent to the mailing room on the big elevator from the press room, are labeled, wrapped, put into small sacks and weighed on the large floor scale in this room. A government weigher is furnished by the postoffice department who superintends the weighing out of all mail from the *Capital* building.

The press room of the *Capital* is one of the most interesting departments of the building. Here are presses large and small that represent an enormous outlay of money. "Major," the big four-deck Goss straight line press, on which the Capital is printed, cost $25,000 with its equipment. This is one of the finest pieces of machinery that has ever been installed in the West. It will print a 32-page paper, the size of the Capital's pages, at the rate of 25,000 an hour, cut, folded and counted. The color attachment on this big press is in addition to the four decks named. Two sizes of webs, or rolls of paper, are used on this press, the narrow rolls being used for the inserts that are pasted in when a ten or fourteen page paper is printed.

The largest press of its kind ever built is the Cottrell rotary magazine press upon which the *Mail and Breeze* and other Capper publications are printed. This press cost complete $30,000, and will print a 64-page paper, cut and folded complete, the size of the *Mail and Breeze,* or two separate papers at the same time of 32 pages each at the rate of 14,800 an hour. The finest book paper can be used on this press. Five different sizes of paper may be used on the press, according to the number of pages desired, the rolls being 15⅜ inches up to 61¼ inches. A hydraulic lift at the rear of the press is used to elevate the rolls of paper to the several decks of the press. Another large press is that upon which the *Mail and Breeze* was printed before the Cottrell was installed. The big presses are all equipped with the controller system, by which the pressman, or his assistants, may start or stop the ponderous machines from six different stations on the Goss and seven stations on the Cottrell by pressing an electric button. No matter what part of the press the pressmen are watching, or where they may be located about the press, they can throw the electric switch on the switch board and stop the machinery instantly. All presses are equipped with individual electric motors.

Plenty of light, so essential to the press room, is one of the admirable features of the big press room. Here also is a fireproof vault for the oil and gasoline tanks, which are filled from the outside through pipes connecting with the tanks. In this vault also are kept the bales of rags used for wiping the machinery, to guard against combustion. A thoughtful provision in the construction of the building was the installation of steel stirrups, hung from the ceiling, through which heavy timbers may be placed for the lifting of heavy parts of the machinery, and for taking out, or installing new presses.

One of the biggest expense accounts of the institution is the item of paper For all regular publications web rolls are purchased by the carload, and several cars are unloaded into the *Capital* building at one shipment. Space under the sidewalk on the west is utilized for the storage of these rolls up to three cars, but outside storage is necessary for the reserve supply.

In the southwest corner of the press room, where the back stairs to the street are located, is the carriers' and newsboys' cage, a heavy wire grating that keeps the noisy throng out of the press room proper, when they gather to get their papers in the morning. Steel shelves behind the screen furnish ample room for the city circulator to count out the papers and transact his business.

A boiler and engine room are provided in the basement, though the Edison system furnishes the power and light for the building at the present time. The electric power installation is a marvel of beauty, mechanically speaking, and the big switchboard is the largest in the city outside the Edison's central power plant. Every floor is independent of any other floor and any department may be cut in or out from this board. The current is transmitted in conduits built into the walls and ceilings. This applies alike to the lighting system, as well as the telephone and telegraph wires. Brilliant high candle power lights are conveniently located in the walls, and the ceilings are studded with electric globes.

Notwithstanding the fact that the *Capital* building is considered one of the most thoroughly fire-proof structures of modern times, every extra precaution is taken to guard against any possible exigency. Hand fire extinguishers are provided in the corridors and rooms on every floor. The insurance rate on the building is lower than any other in Topeka, and Mr. Capper may carry $100,000 for $350 a year, and it is safe to say that there are few structures in Topeka that will warrant a 35 cent rate.

QUALITY CIRCULATION

WESLEY A. STANGER, editor of *The Office Outfitter*, Chicago, recently gave a talk before the Chicago Trade Press Association on the subject of "Quality Circulation." The following is an extract from what he said:

Circulation is a subject that is of first interest to the man who wants to advertise, and within the past few years the cry has been for more and more circulation. The idea has degenerated into a call for quantity and the publication boasting a million has been able to get the largest volume of business and the highest rate. Advertisers have been fooled into this idea by misled advertising agents, so-called advertising experts and a host of people whose knowledge of publishing and advertising has been restricted to getting the advertiser to permit them to spend his money. Results have been based on the number of copies sent out and not upon the value of them or the quality of those receiving them.

The medium in which advertising is placed should be governed by two things; first the article to be advertised and second, the people reached by the publication. In trade publications conditions are different than elsewhere, although general rules seem to apply to all publications. Quality in circulation is what gets the business for the advertiser, although it does not always get the advertising for the publishers, and until advertisers realize that quality counts for more than quantity this condition will remain.

The man who reads a newspaper or magazine and who answers the advertisements, because he wants to buy the goods advertised, is the man who pays his subscription at the regular rate, repeats it year after year and who has money to spend with the advertisers. Such a man reads not only the editorial matter but the advertisements as well, and he is the ideal for the advertiser and the publisher alike. He judges the magazine unconsciously perhaps, first by the editorial matter, and secondly by the impression the advertising pages make upon him. He is strictly a quality subscriber, for he is not likely to spend money for magazines that do not contain both reading matter and advertisements of personal or business interest to him.

When a publisher affirms that he covers his field and then proves it, he has a proposition that will produce results. If there are 10,000 in his field and he gets only a fair percentage of them, all paid in advance and paid two years or more, he has something worth the careful consideration of an advertiser. If there are 10,000 in the field and he mails 10,000 copies, sure enough he may reach them all, but the possibilities of his publication producing are not within half of the other fellow's, whose subscribers pay for what they get. Another point in this connection is that quality circulation does not always produce the quickest results. In fact, free circulation sometimes produces quicker results, but they are seldom satisfactory. Quality circulation produces bigger results in the long run and the results are uniformly satisfactory. Therefore it is to the advantage of the advertiser to give a quality publication a good long try-out before he reaches any conclusion. It is a well known fact that there are more rugs sold in the United States every year at $25 than at $500, and that the man buying a $500 rug pays cash for it, makes up his mind quickly after he has decided to buy it, and the profit is good and the sale clean. With the man seeking a $25 rug conditions are changed. He decides quickly to buy, pays slowly, takes a long time to make up his mind, and produces small profit and the percentage of expense in selling him is greater than to the man who pays the higher price.

The publisher who goes out after *numbers* in circulation to the disregard of everything else, usually gets the numbers, but he does not get the quality. He catches the crowd. He gets the people who are lured by every firely proposition, who dissipate their substance and dabble in a hundred and one things. He gets the numbers, but they haven't the money to spend with the advertisers after they get the publication. The man who goes after *quality*, works hard and long. He gets less in numbers, takes a longer time to get them, but when they come he has them and they are an asset, for they will patronize his advertisers and pay for what they get. Mr. Gillam, who is advertising manager of the New York *Herald*, said recently that "the number advertised to means much, but the character of readers means much more," and right he was. The character of the readers decides their productibility to the advertiser. Talking along the same line, E. St. Elmo Lewis, one of the greatest advertising men in the country, said: "I always judge a publication by its editorial matter. A publication can be pretty accurately judged by this test and if the man passing judgment is qualified, he can tell pretty closely who the readers will be." It will be observed that he has said nothing at all about the number of readers, but speaks entirely of the *quality*. He esteems it a necessary thing that the people taking the magazine read it to make it a good medium, and he is right.

In seeking a place to advertise anything, the first thought of the advertiser should be to find out the quality of the circulation. A publication with the largest number on its lists is not necessarily the best medium. It is the magazine with the class that will produce results. Tests have proved that the man who pays out his dollar or whatever the subscription price of the publication may be, is the man who reads it, and the man who does the reading is the man who answers the advertisements.

The reason why there is more quantity circulation than quality is due to two things. First, the demands in the past by advertisers for quantity to the utter disregard of anything else. Second, the mad rush for business success publishers have permitted the condition to exist and have gone out after the numbers regardless of who they are or what they are, but the pendulum can not swing further one one side than it does on the other, and at some point in its sweep it touches the center. The pendulum of quantity has swung as far as it may and is now getting back to normal. Quality in circulation means more to the advertiser than anything else, and the fact that a publication may have a small circulation does not necessarily mean that it is not a good advertising medium, or that it is less productive than one with a list many time its length. Quantity is easier to get than quality, that is one reason why there is so much more of the former than of the latter, but quality in circulation is just the same as quality in anything else. It stands out, no matter where you put it, and in the true test quality wins every time.

ADVERTISING PAYS.

GUTENBERG MACHINE CO., 545-549 WABASH AVE.
CHICAGO, ILL., Feb. 17, 1909.

National Printer-Journalist,
1319 W. Ravenswood Park, Chicago, Ill.

DEAR SIRS:—In reply to your letter of the 15th inst., will say that you may repeat our February ad. in the March issue of the PRINTER-JOURNALIST.

We are pleased to state that our business since last October has been the best we have ever had.

Yours very truly,
GUTENBERG MACHINE COMPANY,
Will S. Menamin, Pres.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, MARCH, 1909

AS a disseminator of intelligence, the newspaper press is ever heralded, and so it is, but that intelligence should be worth while, in its subject, its associations with human lives, in the manner of its heralding or in its stimulating of intellectual well-being, material betterment, social pleasure and uplift, domestic improvement or better citizenship. In all these, it is often the little things that count by way of encouragement, precept, example or inspiration, as well as those things nearest the hearts, the lives and the homes of the people. All depends very much on the method, the sympathetic spirit, the understanding mind, with which the intelligence is disseminated.

* * *

The feeling of responsibility, giving birth, in an upright soul and a pure mind, to an enduring resolve, mercifully and fully to meet the same, is the one great endowment needed by the newspaper man.

* * *

Truth, not criticism, censoriousness, sarcasm, fault-finding or sensationalism, should be the aim of every man who has charge of a newspaper. Truth may be and often is stranger and, hence, more truly sensational than fiction, but it should always be the truth and not the sensation that is kept in view. Fairness, in handling the truth, is next to truth itself. Facts that are perverted become worse, more damaging, and more damnable than falsehoods. The editor, who cannot be fair, free from self-interest, personal spites or prejudice, has no more right to be an editor than Satan has to be a judge.

* * *

The newspaper directs, through correct information and honest enlightening application of the lessons to be derived therefrom. It serves and ministers to the desire of knowledge and helps and gives pleasure to all, young, middle-aged and the old. How especially great is its opportunity with and its responsibility toward the youth. W. H. Davidson, managing editor of the Burlington *Hawkeye,* recently said in an address before the Illinois Military Tract Press Association:—

"One of the serious responsibilities of the press is its influence on the minds of young people. In the young boy and the young girl of today we have the future leaders of our national thought and acition. * * * * *

"The youth of the land needs a common sense, helpful, uplifting, newspaper education. The press should take care that it exerts only that influence, and that everything of an opposite tendency be ruthlessly shut from out its columns."

The newspaper man who forgets or ignores the young people is unwise as the one who neglects his women readers. The home newspaper must remember and wisely and acceptably serve every member of the household. This is no new idea, but it is something that seems to be too frequently forgotten or overlooked.

* * *

With all the necessary limitations and the shortcomings of the newspaper press, it is gratifying to feel that Editor Davidson, in the same able address, from which quotation is made in the foregoing paragraph, spoke but words of soberness and well-recognized and established truth, when he further said:

The story of legitimate journalism in America is the story of sturdy manhood, unfaltering will, Christian fortitude, wisdom, charity and unselfishness. Characters containing such ingredients have been able to make that wondeerful thing—American journalism—the fame of which is world-wide, the like of which does not exist in any other country. * * * * *

Evidence of the journalist's influence for good is written across every page of our history since the founding of the first newspaper. As the country grew, journalism advanced, always keeping in the van of the country's development, always on the side of truth and justice, and ever the enemy of vice and corruption.

Thus the newspaper man worked out his own salvation and helped build up this magnificent country. The pioneer editors on our early frontiers, sturdy, fearless and outspoken

With all the attendant worries and cares, the frets and disappointments and the anxieties, there is over newspaper work, all the glamor of power, of accomplishment, which makes the newspaper men feel himself a king in the world of human endeavor, that steels him for the fray, and that satisfies him in the accomplishment of his task.

If he be a true newspaper man all this uplift belongs to him by a natural right. Once having felt the glory and power, once having scented the pungent odor of ink on paper and felt the thrill of a vivid human intelligence swayed by his printed words, he can never escape the fascinating thralldom which journalism throws about him.

* * *

W. L. Jones of the Lebanon, Illinois, *Journal,* who is always present at the conventions of the National Editorial Association and presented an able paper on the future of that organization, at St. Paul, last year, completed his twenty-eighth consecutive year on his paper on February 5th, and took occasion to say, editorially, some instructive things, as follows, with regard thereto, that will be equally pleasing and beneficial to newspaper-makers as they were to his own readers:

Twenty-eight years ago this week the present editor of this paper was introduced to the Lebanon *Journal* office and

given an active interest in the business. We are satisfied with the confidence of the patronizing public and it is gratifying to know that the paper is more firmly established in the community than ever before. We have made mistakes, but we are glad to know that many of them have been forgiven and forgotten. We have used our earnest efforts for the general good of the community and are sufficiently assured by our best people that our endeavors are appreciated and worth while. During those twenty-eight years we have been in every state in the Union and in every large city in North America, and it is our conclusion that Illinois is the best state and St. Clair the best county. And, speaking about cities, Lebanon is good enough for us, yet a while. Yet there is hope that our Lebanon may be a greater Lebanon, a better Lebanon, and a more prosperous Lebanon. And to that end we will continue to publish fifty-two editions a year. Now is the time to subscribe.

"Efforts for the general good of the community," aided, in efficiency, by broad knowledge, secured through extensive travel and intelligent observation, and an optomistic hope, backed by works, for better and more prosperous conditions, are valuable endowments for editors of home papers.

* * *

The De Kalb, Ill., *Review* of which H. W. Fay, who is noted for his collection of views, gives, in a recent issue, an illustration of a handsome nook on a noted farm, that of Col. Ellwood. It is worth while for editors to give illustrations, in their pages, from week to week, of farm and other views and the illustrations of beauty spots of nature, in the region covered by their publications. It is a wonder how much that is really worthy of illustration will be found in every city and vicinity by a live publisher who really sets out to show the beauties of his section of country. The illustrations give pleasure and instruction and are worth while. They increase the attractiveness of, and the interest in, a newspaper and they add to the pride of the people in and their love for the region they inhabit. Beauties that are hidden to dull eyes assume an entrancing loveliness when they are once sought out and pictured.

* * *

The Belleville, Kansas, *Telescope* has been chosen for the thirty-seventh time, as the official paper by the county board and counts it no small honor. It gives prestige as to the leading position held by a paper and of course is to be desired for the revenue it brings, but should never be sought at the sacrifice of independence, or of honest loyalty to the people served. High standing is entirely compatible with genuine independence. Favors won through servility to officials or party are very dear at the price. To win recognition, as has the *Telescope*, on merits is always desirable.

* * *

The Schenectady, N. Y., *Union*, issued a model Lincoln Centennial Number. The first cover page presented a most solid architectuarl design, of entablature and cornice, frieze, architrave and capitals, across the top of the page, supported by Corinthian columns, on either side, that rested on podia, with pedestal, dado and base at the bottom. The columns were circled four times with broad streamers and on the left were the figures (one figure on each fold) "1809," and on the right "1909." The frieze at the top contained the words, "Lincoln Centennial Memorial Number;" beneath, between the capitals of the two columns were the words, (in box panels of two rules) of the name of the paper; beneath this, with proper whiting between, was Lincoln's Gettysburg battlefield address, set in ten point and surrounded by a heavy border. Beneath this was a halftone portrait of Abraham Lincoln, surrounded by a heavy wreath, with an ornamental flambeau, wound with ribbon, on each side. On the dado to the left, were the words, "The nation cannot permanently endure half slave and half free," and on the dado to the right, "With malice toward none, with charity for all." The print was in black, on pure white, glazed book paper. The effect was all that could be desired.

The advertising showed that the publisher had the full sympathy and co-operation of the business men in his worthy effort. The issue was largely given up to addresses and articles with regard to Lincoln and with an account of the honors paid to the memory of Lincoln by Schenectady. Two sections, one of twelve and the other of sixteen pages, of this great forty-eight page issue, seven columns to the page, were almost entirely, outside of advertising, given up to Lincoln, with views of his character and life, addresses, etc. One page of the second section contained an account of ten minutes passed in Schenectady by Lincoln, February 18, 1861, and showed his portrait, the cabin where he was born and his monument at Springfield. The first page of the third section gave another portrait of Lincoln with portraits of his contemporaries. Among the addresses given were Lincoln's first inaugural and Bishop Simpson's Funeral Oration. Among the topics covered were: "Hon. Frank Black's Tribute to Lincoln;" "Lincoln and Emancipation;" "Schenectadians Who Rendered Distinguished Service to the Nation in the Civil War;" "News in Schenectady During War Times;" "Mr. Lincoln's Petitioners;" "Lincoln Memories in Washington;" "The Life of Abraham Lincoln;" "Some Lincoln Letters;" "The Solitude of Abraham Lincoln." We give this much to show how well and how grandly the great subject of the day was covered and treated, and by way of suggestion to others. The issue is worthy of study and worthy of preservation as a remarkable collection of the things of historic interest, both local and general, and for the wonderfully educative value and inspiring power of its contents as a casket worthily filled with incidents of the life and times of one of the Nation's greatest, purest and most exemplary noble men.

ANNUAL BUSINESS SHOW AT CHICAGO

The night of March 1st marked the opening of the Annual Business Show at the Chicago Coliseum, and when the big doors swung wide at seven o'clock to admit the crowds, it was upon a scene of splendor and system that rarely has been surpassed in the history of the country. Machines and devices for saving time and increasing efficiency were gathered together from all over the continent, and the scene presented an opportunity for a liberal education in systematic business conduct. Typewriters that add, multiply, subtract and divide while writing were placed along side machines for recording human thoughts for direct transmission to type.

One man showed a system of making matrices for stereotypes direct from the first writing on the typewriter. With his system a matrix paper was inserted in any ordinary typewriter, the stenographer proceeded in the usual way and when finished the result was turned over to a steoreotyper, who made a plate from it without having had any type set, any make-ready on forms or any of the usual details followed in a printing office for making stereos. The inventor and exhibitor claimed that they were about to cause a revolution in the printing of newspapers, for they are at work on an interchangeable type, writing machine which will make it possible to do all composing for newspapers and publication direct on the typewriter and print from plates. This device, in connection with Edison's dictating machine, will eliminate all of the work and hands between the reporter and stereotyper, except the stenographer, for Edison proposes to perfect his device so that in the future a reporter on a big daily will tell his story to the dictating machine and it will be turned over to the linotype for immediate set up.

Never before has there been held such a brilliant exhibition of business devices as this year. Manager A. L. Fierlein has worked unceasingly and has produced a show of which the exhibitors may well be proud, and it is bound to attract the crowds. In years past the business show has always attracted more people than any other show that is put on in the Coliseum, and this year promises to be no exception to the general rule.

Rose L. Fritz, the fastest and most accurate operator of the typewriter in the world, who has won all the contests both at home and abroad in the use of the modern writing machine, is expected to be present. Edison's first model of the phonograph will also be on exhibition, while an old wooden model of a typewriter, said to be the oldest typewriter relic in the world, will be put where the public may view it.

In appearance the huge Coliseum presents the appearance of a great big office filled with all of the latest devices and ideas for the conduct of business and the elimination of troublesome office detail, and a visit to it will serve to put the average business man fully abreast of the times in every branch of his office routine.

REMARKABLE SELF-CONTROL

The Alma, Kansas, *Enterprise* contained the following paragraphs in double-column width, at the top left-hand corner of its first page, in its issue February 26th:

"The *Enterprise* had just printed a dozen papers when by an accident our first page containing correspondence from 13 places in the county, was pied. The old man says this is the first time this ever happened in his forty eyars work in a newspaper office. There was not a single cuss word said either.

"We cannot say more for fear our feelings will overcome us. This short spiel will account for the appearance of this page, which has always been our especial pride. Looks tough, doesn't it?"

Newspaper men will all appreciate the high Christian character of the editor and office force indicated by the fact that, "There was not a single cuss word said, either," when suddenly confronted by such a disaster.

It is a very handsome first page, however, made up of selected miscellaney, of excellent character, through the usual correspondence is entirely missing. It shows the wisdom of being fortified with good plate or other matter, against a possible accident.

This reminds us. In 1892, the editor of this paper, was in a great hurry, on a day when the streets were very muddy, and started on a run across Monroe St., Chicago, when a bicycle and rider swung with great speed around the corner and caused a sudden fall at full length in the mud, while a great delivery team was being driven on the jump. The editor was on his feet in a second and rushed to the sidewalk, and was brushing off some of the mud when a little boy, who had witnessed the catastrophy, looked up in the editor's face and said, "Be you a preacher?" Not a word had been spoken and the little Chicago street urchin seemed to think there must have been some reason for the failure to do justice to the occasion. But then, in this case, the editor had reason to be thankful for escaping the great sharp-shod feet of the horses. This was a mitigating circumstance, so the palm for Christian fortitude, resignation and self-control is willingly yielded to Editor Sage of the Alma *Enterprise,* his associate and force.

The Saturday Night Forum, a Des Moines weekly established by B. W. Blanchard in 1908 has suspended publication.

The new Kalamazoo, Mich., *Press* has made its appearance. It is owned by E. N. Dingley, and is an independent organ.

W. B. McCloy, former editor and proprietor of the Ortonville, Mich., *Hustler,* and at one time in the employ of Horace Greeley, died last week in the county poorhouse, where he recently had a stroke of paralysis.

Harmon H. Woodworth, an advertisement and newspaper writer, died last week in his home in Maywood of inflammatory rheumatism. Mr. Woodworth was born in Moline, Ill., and was 33 years old. During the *Spanish-American* war he served in the paymaster's department. For several years he was connected with the advertising and editorial departments of the *Record-Herald.*

O. J. Smith, who has been for years editor of the Semi-*Herald,* has disposed of his interest in the property and will give possession March 15th. Mr. Smith's health has been failing for several years and his advancing age made disposition of the property practically imperative. Howard E. Moffett, the purchaser, was for a number of years publisher of the Grundy County *Republican,* but for the past year has been doing editorial work on a daily paper at Niles.

The office and plans of the *Herald-Progress* of Sumner, Miss., was entirely destroyed on the night of February 11th, in a fire that destroyed a whole block, including a bank, hotel, business buildings and residences. The paper was printed for the publisher, as usual, the next day by the A. N. Kellogg Newspaper Co., at Memphis, and contained a very complete and well-written account of the fire. A new outfit was ordered at once, to be in place within ten days, in the meantime the paper is to be printed out of town. J. R. Oakes is publisher and A. L. Whitten editor and manager.

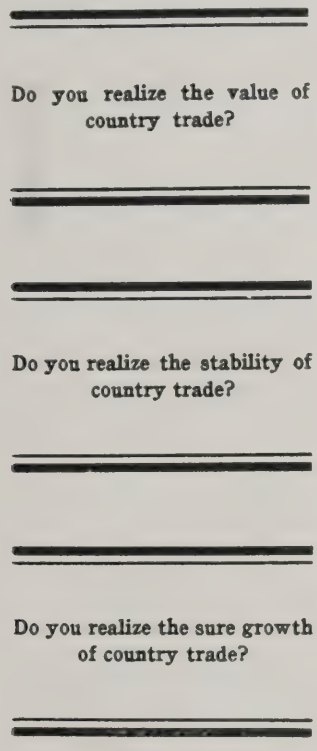
MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.

A "LONG-DRAWN-OUT" FOLDER.

THIS (1) is only a section of a mailing folder 23x2½ inches wide, with eight folds. Each side is in the same style, but one is printed in blue, and the other in red. It represents an attempt of the Boyce Weeklies, of Chicago, to get next to advertisers who would get good returns from putting their wares before the enormous country trade now available.


Do you realize the value of country trade?
Do you realize the stability of country trade?
Do you realize the sure growth of country trade?

No. 1

MERRY CHRISTMAS—HOPE THIS YEAR WILL BE SO.

The following "communication" on the address-side of a postal from Anderson, Ind.:

DEAR MR. WOODWORTH:—Though I have not visited you for some time, I still look for and read your department in the N. P.-J., with much interest. May you long continue it.

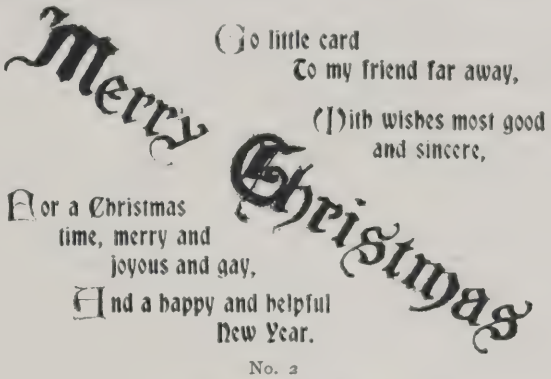
Your friend, B. F. HARB.

Don't destroy your Christmas cards this year.

On the other side—this very Christmas-y wish (2), which is, of course, of Mr. Anderson's composition. The "Merry Christmas" is on a bronze background with red initials, and the remainder of the words blue. The same color-scheme, except the gold, is that of the remainedr of the card. I never destroy my Christmas cards; but various chambermaids don't seem to appreciate printed matter—or else they do.

FROM WISCONSIN.

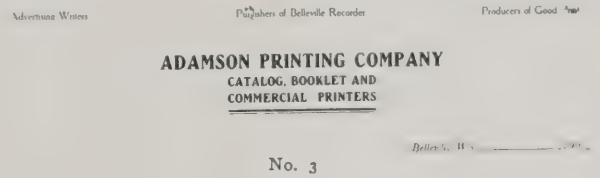
This (3) is part of the letterhead of the Adamson Printing Company of Belleville, Wis., is not all of it. Its beauty is greatly increased by a red seal 'way down in the lower left-hand corner.


Merry Christmas
Go little card
To my friend far away,
With wishes most good and sincere,
For a Christmas time, merry and joyous and gay,
And a happy and helpful New Year.

No. 2

A NEWSPAPER TRADEMARK.

A distinctive design as a sort of trade mark for a newspaper is as good in its way as a print-shop work-

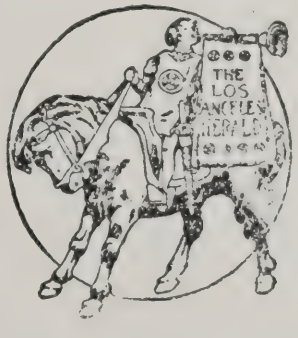


No. 3

mark is in its way. Here (4) is one sufficiently appropriate for a newspaper with the name of *Herald*.

UP-TO-DATE, AND YET NINETEENTH-CENTURY.

Just as an example of how the modern idea in job printing continues to be the modern idea, despite its variations, here is a blotter sent to this department in 1900 by the Harrison & Swift Co., Minneapolis, Minn. The heavy-faced lines are red, remainder of the text is green and the stock a lighter green. Now, who be they who would not say that such a job was an up-to-date 1909 one? And so it is, though various new styles have been originated since 1900, some of which are not so up-to-the-times as they were. But the simplicity and charm of such a job as this the advertised-to world does not tire of soon.

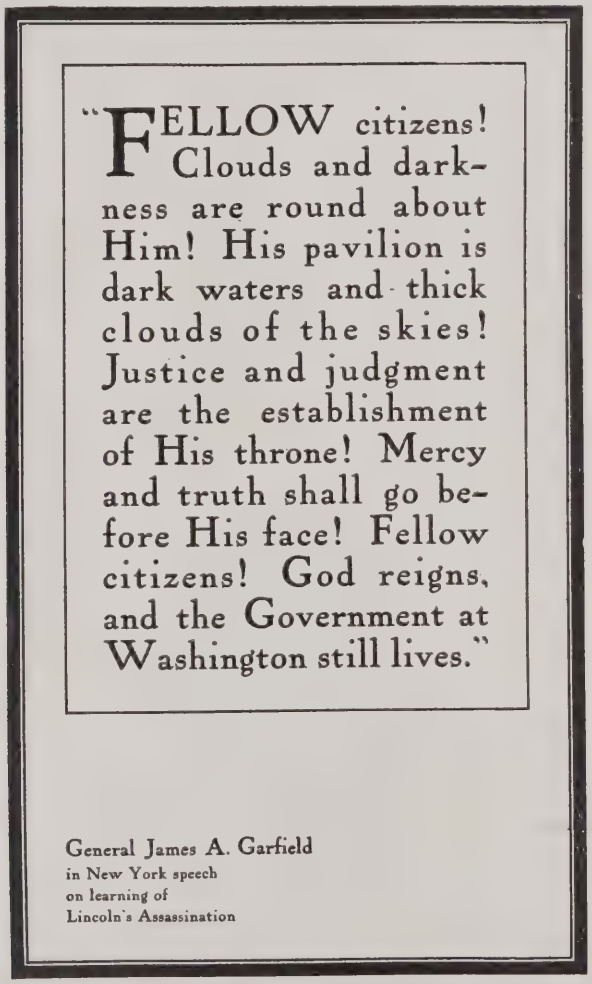


No. 4

A CHARACTERISTIC, CHARACTERFUL JOB.

I have received many superb circulars from the Griffith-Stillings Press, of Boston, recently. That is, they were superb as to design, illustration, type, reading matter, and character of stock. As to the latter qualification, I do not mean to praise the *condition* of the stock, and consequently the appearance of the circulars, by the time they reached me via Toronto, via Brooklyn, although I had filled in post-cards stating that it is some time since I dwelt in either of these places. The stock is not of the kind that stands transmission through the mails without any means of keeping in shape otherwise than that afforded by a clip. Strange, indeed, that such excellent, no-regard-to-the-expense printers should neglect the mailing end of their advertising so neglectfully. But so it has been.

And thus it is not only with gratification as to the appearance of the job, but with appreciation of the appearance it has when it reaches me, that I welcome *Character,* a monthly periodical of twenty-four pages


"FELLOW citizens! Clouds and darkness are round about Him! His pavilion is dark waters and thick clouds of the skies! Justice and judgment are the establishment of His throne! Mercy and truth shall go before His face! Fellow citizens! God reigns, and the Government at Washington still lives."
General James A. Garfield
in New York speech
on learning of
Lincoln's Assassination

No. 6a

and cover, with all the word implies in a good sense, from a firm whose character is beyond reproach. On the cover page of the February issue there is most appropriately a portrait of Lincoln. (By the way, haven't the monthly publications of the United States been a little inclined to forget that there was another great American born this month? But perhaps it is fully excusable, only when *Farm News* appeared for February with a portrait of Washington on its front cover page, it gave rise to the thought given above. But then, we cannot have too much of Honest Abe; he is one character of which we never seem to tire. This digression will be forgiven upon my reproduction of (6a), the last page of the catalogue).

No 6b is a nice page, and contains a grand sentiment in the 14-point. There is a good deal about Abraham Lincoln in this number of *Character*—the first I have seen, and there is also an article which,

C H A R A C T E R

I am not bound to win, but I am bound to be true; I am not bound to succeed, but I am bound to live up to what light I have.

— *Abraham Lincoln.*

Sometimes you get hold of a piece of printed matter that fairly charms you. It is just right. You turn it over and over in your hands. You hold it at arm's length and admire it. You resolve to hide it, so that no one shall get it away from you.

But when you come to analyze it, you are puzzled. The stock is n't expensive. The typography is simple. Maybe it's in only one or two colors. Yet the beauty and the impressiveness are there, and you can't get away from them.

Printed things of this kind are simply the result of knowing how. That's all. It's the artistic instinct plus hard study and years of experience. And this is precisely what we offer you, in a degree, we believe, which cannot be surpassed. It is by no means a question of expense. Dollars can't take the place of the know-how. We can make a dollar go as far as any printshop in America — and give you the know-how, besides.

The dreamer of today is the genius of tomorrow.

[8]

No 6b

for its fairness and reanonableness, would, I am sure, so appeal to Lincoln, as it undoubtedly will to the printing fraternity, that I republish it entire:

MORE ABOUT THE DUMMY.

The following are extracts from some rather interesting correspondence on the dummy question, concerning which comment has been made in previous issues of *Character.* Only such changes have been made in these extracts as were necessary to avoid revealing the identity of the concern with which the correspondence was held.

In September last the Griffith-Stillings Press received a request for an estimate on a book issued annually by a well-known company. Acknowledgment of the request was made, and the estimate followed duly. Shortly afterward a letter was received from which the following is taken:

"Pardon delay in acknowledging receipt of Mr. Griffith's "letter containing quotations on the book. I am not altogether "certain after reading his letter that it was your intention to "submit a specimen dummy as required by the specifications, "but it is necessary to say that we must have this dummy, for "in no other way can the character of the work be determined. "Furthermore, *the printed dummy* should show the specifica-"tions on the tinted background. The character of the work

"will influence placing the contract equally as much as the "estimated price."

To the above letter the response quoted below was made:

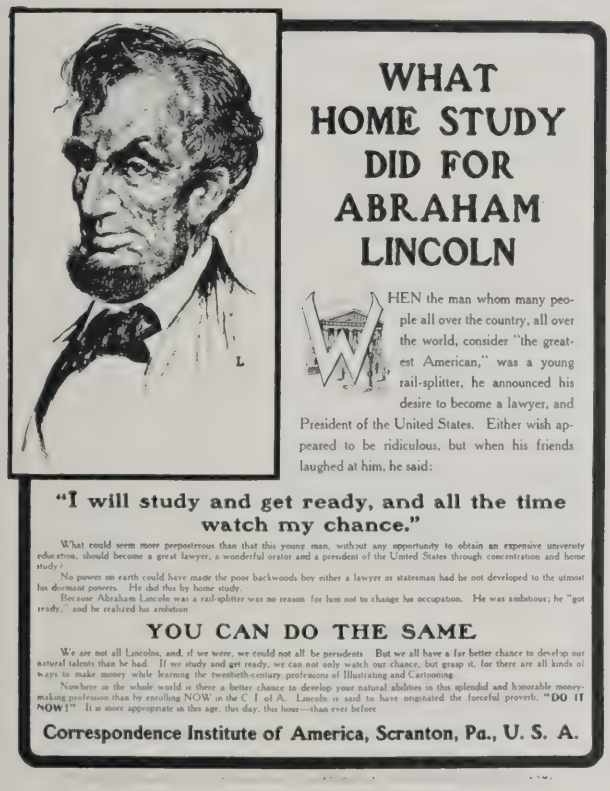
"We did not interpret your specifications to require a speci-"men printed dummy with quotation. We are willing to meet "your requirements in this matter of dummies, proofs, de-"sign, etc., if the order is placed with us and we will furnish "same subject to your satisfaction and approval, but we are "not willing to incur this expense on speculation, and we "would be surprised to learn that any first-class printing house "meets your requirements in this particular."

This brought a reply which stated, among other things, that:

"It may interest you to know that estimates were sought "from nine of the leading publishers in the United States—"only those that rank in the very first class. The Griffith-"Stillings Press is the only one of the nine that has not "supplied dummies, and I do not mean by that, blank paper "bound in a cover, but two or more of each lot submitted, "have had the cover design furnished and the inside pages "printed according to the specifications."

In answering this, Mr. Griffith simply said:

"I cannot see the justice in asking eight or ten concerns "to make an investment of from $50.00 to $100.00 each on "dummies when the contract could possibly go to no more "than one concern and the order not to be given on results "of dummies shown, but rather on price. It is this sort of "imposition that is forcing printers together to regulate such "abuses. The principle is wrong, and I think the time will "come when you will agree with me."


WHAT HOME STUDY DID FOR ABRAHAM LINCOLN
WHEN the man whom many people all over the country, all over the world, consider "the greatest American," was a young rail-splitter, he announced his desire to become a lawyer, and President of the United States. Either wish appeared to be ridiculous, but when his friends laughed at him, he said:
"I will study and get ready, and all the time watch my chance."
What could seem more preposterous than that this young man, without any opportunity to obtain an expensive university education, should become a great lawyer, a wonderful orator and a president of the United States through concentration and home study?
No power on earth could have made the poor backwoods boy either a lawyer or statesman had he not developed to the utmost his dormant powers. He did this by home study.
Because Abraham Lincoln was a rail-splitter was no reason for him not to change his occupation. He was ambitious; he "got ready," and he realized his ambition
YOU CAN DO THE SAME
We are not all Lincolns, and, if we were, we could not all be presidents. But we all have a far better chance to develop our natural talents than he had. If we study and get ready, we can not only watch our chance, but grasp it, for there are all kinds of ways to make money while learning the twentieth-century professions of Illustrating and Cartooning.
Nowhere in the whole world is there a better chance to develop your natural abilities in this splendid and honorable money-making profession than by enrolling NOW in the C. I. of A. Lincoln is said to have originated the forceful proverb, "DO IT NOW!" It is more appropriate in this age, this day, this hour—than ever before
Correspondence Institute of America, Scranton, Pa., U. S. A.

No. 7

Subsequently, having had his attention drawn to the article in December *Character* on, "The Abuse of the Dummy," the party of the first part in this correspondence recapitulated the circumstances in a letter to a member of the Griffith-Stillings staff, and concluded:

"The fact that eight of the principal companies in the "United States offered no objection or showed the slightest "hesitation to submit dummies, some of them pretty elab-"orately gotten up, would seem proof positive that Mr. Grif-"fith, and not the others, shows a lack of foresight and has "taken the wrong attitude."

Perhaps. Wisdom should certainly dwell with the majority. But, it should be remembered, eight printing houses, according to the evidence in the case, spent a considerable sum of money and a large amount of thought and skill on this proposition, and seven received absolutely nothing in return. Where do they come in? Is their situation, now that the matter is all settled and one house (at the low price, however) has the order, particularly to be envied?

There is only one way to figure this vexed question out. Take the case embodied in the above correspondence. Eight printers submitted elaborate and expensive sets of dummies. One received the job. Seven received nothing.

In nine similar instances, involving the same nine printers, the law of averages would give each printer one job. In order to get that one piece of work each individual would have to make and submit nine different sets of dummies, with sketches, type proofs in colors, and all sorts of things. Each set of dummies would call for thought, study, correspondence, postage and perhaps traveling expenses and the price of a salesman's time.

Now, gentlemen of the jury, who pays for all this? The man who conducted one side of this correspondence seems to think such things are free.

They are not.

MORE ABOUT LINCOLN.

Speaking of Lincoln, I am sending a page ad I designed and wrote myself (7). I never reproduced any of my work in this publication before, and simply do so now in order to show the excellent portrait of Lincoln done by A. Hoyt Levy of New York, who designed the department headings that are now used in the NATIONAL PRINTER-JOURNALIST, and who has made one or two striking headings.

A LETTER HEAD ANNOUNCING A BOOK.

The letter head (8) used in advertising the Graphic Arts and Crafts Year Book for 1909, has one feature, at least, that is unusual, and that is the single connected phrase across the top combined with the smaller

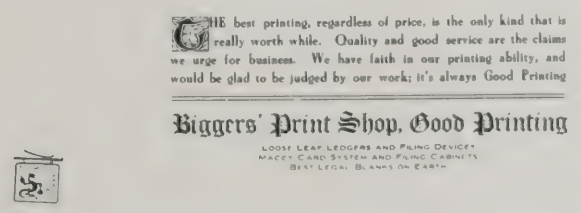
The Graphic Arts And
The American Annual Review of the Engraving, Printing and Allied Industries
Crafts Year Book, 1909
A Review of Advanced Technical Thought Practices and Examples
Hamilton, Ohio, U. S. A.

No. 8

phrases on either side of the cut. The Washington series seems to harmonize with the latter beautifully. According to the prospectus, the book should be of particular value to the printing and publishing crafts.

WHERE IS BIGGERS?

One thing I have wondered about many a time, and that is, what has become of Biggers of Corsicana, Texas, who certainly used to do some *mighty* "good printing." The only time I ever met this gentleman


THE best printing, regardless of price, is the only kind that is really worth while. Quality and good service are the claims we urge for business. We have faith in our printing ability, and would be glad to be judged by our work; it's always Good Printing
Biggers' Print Shop, Good Printing
LOOSE LEAF LEDGERS AND FILING DEVICES
MACEY CARD SYSTEM AND FILING CABINETS
BEST LEGAL BLANKS ON EARTH

No. 9

personally was on the 3rd of July, 1907, when he called on me in Brooklyn, and tried to induce me to spend the Glorious Fourth at Coney Island. I was unable to accept the invitation, and he dropped from my ken, from that day to this, when he disappeared into the

crush at Brooklyn Bridge. Presumably he is out of the printing business—he ought to be able to shine in any. But I send a remembrance of his (9) which I have not before reproduced. It is a blotter in green and orange, the initial and the Old English line being brown. It is more beautiful in the original than it will be in the reproduction, because of the whiting-out as well as the color. Still, it is of interest.

AN INTERESTING SERIES.

A number of jobs with a distinctive style have been sent me by the Dalton (Ga.) *Argus.* (10 a, b, c, d, e).

ESTABLISHED 1877

The Dalton Argus

PRINTERS AND PUBLISHERS

B. L. HEARTSILL, Proprietor

OFFICIAL ORGAN
City of Dalton and Whitfield County

"The Leading Weekly of North Georgia

Best Advertising Medium in Piedmont Section

Circulation GUARANTEED

Dalton, Ga.

No. 10a

There is about them all the individuality of the shop, with considerable success in likewise obtaining a separate individuality for each customer. As examples of

STATEMENT

Dalton, Ga._____190__

M_____

IN ACCOUNT WITH

Berry Grocery Company

DEALERS IN

STAPLE AND FANCY GROCERIES

No. 10b

these various styles, or rather various uses of the same style, I employ the same Italic series of style, and another which uses a similar series of Roman. This is

DRY GOODS
HARDWARE
GROCERIES
SHOES HATS
CLOTHING
ETC. ETC.

J. L. ROBINSON

DEALER IN

GENERAL MERCHANDISE

Country Produce a Specialty

*Spring Place, Ga.*_____*190*____

No. 10c

done both because we haven't heard so much from Georgia lately as we should like and also because they are indeed an interesting series for comparison. An-

W. J. REEDER, President — F. F. FARRAR, Vice-President — A. A. TAYLOR, Secretary-Treasurer

BARACA LIBRARY AND READING ROOM
OVER FIRST NATIONAL BANK
Open from 2 to 6 p. m. and 7 to 9 p. m.

BARACA CLASS
First Baptist Church
NATIONAL PLATFORM
"Two Hundred Thousand Young Men at Work for Young Men, All Standing by the Bible and the Bible School."

CLASS MOTTO
"WE DO THINGS"
OUR NATIONAL SONG
"HE CAN COUNT ON ME"

*Dalton, Ga.*_____*190*____

No. 10d

other specimen is a religious exhortation in the same style, which is appropriate for such work. Edgar L. Noura, the artist, says these are rush jobs. Let's see some of the ones you have more time to think about.

O. C. STACY — C. C. STACY

STATEMENT

Dalton, Ga._____190__

M_____

IN ACCOUNT WITH

STACY BROTHERS

Wholesale Produce Dealers

No. 10e

ANOTHER DEPARTURE.

One reason, no doubt, that *Successful Farming* is successful is because it is a pretty good advertiser. I like the various little talks that they have at the left hand of the manila envelope in which each issue of the paper is enclosed. A short while ago they sent issues

"SUCCESSFUL FARMING"

Entered as Second class matter at the Post Office .....

Des Moines, - - Iowa

ANOTHER DOUGHNUT

If you see the doughnut, you're an optimist.
If you see only the hole in the doughnut, you're a pessimist.
Use "Successful Farming" and you'll not only be an optimist, but an enthusiast, as well.

No. 11

of the paper to advertising managers under letter rates, with the addition of a special delivery stamp on the envelope, and also a form letter within. Don't know whether the end justified the expense or not, as the letter was palpably a form one.

Here's one of the "talks" under the envelope corner alluded to above (11). The regular corner is black; the wording below is red—and the doughnut really looks like what Mother used to make.

This (12) is a specimen of the printing advertising

A Swell Ornament

COLD TYPE

Decorative headings, Ornamental borders, Initials and Tailpieces, not of the stock variety, will give just the sense of relief that cold type needs to keep it out of the "Throw-away" class

Odd Stunts for the Printer

No. 12

work done by Horace Taylor, now a leading artistic contributor to the pages of the best magazines.

"VOICES FROM THE PAST"

ADDRESS BY ST. CLAIR McKELWAY BEFORE THE CONNECTICUT EDITORIAL ASSOCIATION IN NEW HAVEN, FEB. 15, 1908.

MY FRIENDS—Your committee wrote to me for a title to my address. I gave to them a title for it which would look well on a program or a poster, and would not run over too far on the second line. I did not mean that the title should necessarily bind me, for I had not blocked out my address, when their letter came. An editor can always tell what headliners want, for he knows what they ought to want. So, when I sent on to you my caption or title, I had discharged my duty to you and could then discharge my duty to myself. My duty to myself is that of one newspaper man talking to more newspaper men about some other newspaper men—the newspaper men of Connecticut. The other newspaper men, about whom I should talk to you, ought to be such as are dead enough not to be in our midst or company, lest we hurt their feelings, yet who were, and still are, alive enough to make them inhabit our memory or challenge our ambition or stir our emulation or serve as a warning to us in our own work.

Kansas and N. E. A. Editors at the New Building of the Capitol at Topeka.

"Of course, such names as Horace Greeley, Thurlow Weed, Henry J. Raymond, James Gordon Bennett, George D. Prentice, Samuel Bowles, James Watson Webb, Charles A. Dana and others, occur to you at once. But do you recall that not one of these names was mentioned in any of the late symposiums about Abraham Lincoln, except the name of Horace Greeley? And do you realize that his name was recalled more for his relation to politics than to journalism? Not Raymond was recalled, though he wrote the "Campaign Life of Lincoln," when Lincoln was renominated. Not Thurlow Weed was recalled, though Mr. Lincoln sent him a special messenger to Europe, to chloroform newspaper writers there who were pushing for intervention for the South. Not James Gordon Bennett was recalled, though Lincoln offered to him a foreign ambassadorship or its equivalent on those lines, and received his declination of it at once. Not Prentice, not Bowles, not Webb, not Dana were recalled, though doubtless Lincoln met and knew them all, and though he appointed Mr. Dana to be assistant secretary of war, with confidential powers and duties far beyond those the law prescribed to that secondary office.

"The significance of the exclusive attention to Greeley in these celebrations of Lincoln's centennial is in the fact that Greeley probably accomplished the defeat of Seward for nomination, by convincing the Chicago convention of 1860 that Seward could not be elected. Mr. Greeley appeared in that convention as a delegate from Oregon, by substitution for an Oregon man, whose proxy he had received. The main worker for Seward was Thurlow Weed. The desire of Greeley to go to the Senate from New York was frustrated by Thurlow Weed, who defeated Greeley with a man named Ira Harris. When Lincoln, however, put Seward in as secretary of state, and when Seward got Lincoln to send Thurlow Weed on great business to Europe, there was that in Horace Greeley's mind that was disturbed. He criticised Mr. Lincoln's policy so severely and incessantly at the start, and antagonized Lincoln's renomination so intensely that he drew from Mr. Lincoln the most explicit rejoinder that any editor or any other Republican ever extorted from that consumate controversialist, while he was President of the United States.

"Had Weed let Greeley go to the Senate, Ira Harris would not have been sentenced to forgetfulnss in that office. In that office Mr. Greeley's journalistic readiness and restlessness would probably have broken all the bounds of convention and tradition, and have impaired the great influence of his *Tribune* with many of the *Tribune's* constituency of readers in the Union. Greeley's criticisms of Lincoln in his first term would have been less formidable to Lincoln, had Greeley been in the Senate, than they were with Greeley and the *Tribune* in circulation outside the Senate. The reply to Senator Greeley Mr. Lincoln could have left to other senators. To Editor Greeley Mr. Lincoln knew of no other editor who could reply. So he replied himself, frankly, effectively, kindly, conclusively. Mr. Greeley, as a diffusion, was more formidable than Mr. Greeley would have been as a senator. Mr. Weed's influence would have been impaired. Mr. Raymond's primacy as a peacemaker or platform maker would have been less. Mr. Seward would have escaped the imputation of being only Mr. Weed's oracular masque, but Mr. Greeley instead of being saturated dew would have been concentrated into a stream that would have been discharged as a comparative trickle through a small pipe into an unconsidered trough, which need never have worried Mr. Lincoln at all. As it

was, Mr. Greeley was the only editor Mr. Lincoln had to single out, and had Mr. Weed not defeated Mr. Greeley for the Senate, Mr. Seward would possibly have attained to the presidential nomination—I do not say to election. It had been easier to fuse the opposition to Republicanism against such an academic radical as Seward was, than it would have been to do so against such a wise, politic and tactful man as Lincoln was. That question would have been settled on the knees of the gods. The gods, however, did not extend their knees or their lap for Seward to sit on. They seem to have sided with Mr. Greeley in his intense but possibly unconscious execution of reprisals. The gods are apt to be ironic as well as reserved.

"I think you will now realize why Abraham Lincoln singled out Greeley alone among editors for direct reply. You should remember that Greeley entitled his letter which drew Lincoln's letter: "The Prayer of Twenty Millions." The number was exaggerated, but Mr. Greeley was accepted as an authority on figures, especially on election statistics or returns, and Mr. Lincoln was perhaps impressed on being made either the subject or object of prayer, which he supposed was a form of petition ordinarily addressed to Deity. His reply was suitably humble, but otherwise summarily conclusive.

"It is not my purpose to discuss that correspondence. To have achieved it would have satisfied Horace Greeley, had he been cast in the mold of several editors of this later time. But he was not cast in that mold. He delighted to be an editor, but he desired to be something else, too, and he thought that something else would be something better as well as something more. The something else, which he thought was something more, was first to be a United States Senator and next the President of the United States. He did not seek the Presidency for himself in Abraham Lincoln's time. He at first supported some other Republican for it, less in the hope of electing him than of preventing the re-election of Lincoln. When he found what would be the Democratic consequence and the national consequence, he rejoiced that the opposition movement from within Republicanism was abandoned, but his relation with Republicanism was weakened, and by the close of General Grant's first term, Mr. Greeley became the Democratic and so-called Liberal Republican candidate against Grant, only to go down to overwhelming defeat, which was soon followed by his untimely death.

"He would have died, had he been elected, the day he died, after being defeated. The election, with his defeat, had nothing to do with the cause of the illness which resulted in his death. He lost the power to sleep, by vigils at the bedside of his dying wife. Loss of power to sleep brought on exhaustion that made restoration of that power impossible, and that brought on mania and death. As President-elect he would have died to the minute he did die, as defeated candidate for President. The contrary was asserted by malice, reiterated by mendacity, believed by uninvestigating credulity, and has passed into accepted lies of history. It is incurable and untrue. There were too many who wished to believe it ever to disestablish it.

"Most of the other editors I have named were content to be editors or did not at least want to become Presidents. Thurlow Weed was content to be an editor and a party leader. The one office, a little one, he took in early life he regretted having taken. Raymond served as a member of the Legislature, as Lieutenant Governor and as a Congressman from New York, but he lived on and for the New York *Times* till he died. Bennett summed all his ambition in being the founder of the New York *Herald*. George D. Prentice was not tempted beyond the Louisville *Courier*. Bowles revolved solely around the Springfield *Republican*. Webb certainly did not attain any other distinction than newspaper distinction. Mr. Dana did break with Grant on a political disapointment and misunderstanding, but the essentially journalistic ambition of his mind was as signally attested as his genius in that ambition.

"None of these men came to more than the merest incidental allusion in the late and large multiplication of writing and speaking about Lincoln. They were ignored or lost in the concurrence of attention on Lincoln himself, though the number of newspapers suppressed and the number of editors arrested and imprisoned, under the war power, in the war between the states was comparatively large. As much journalism resented it as approved it, for the credit of loyalty then was an asset interconvertible with revenue as well as with happiness and the discredit of disloyalty not only wrought unpopularity but justified suppression in the general mind, heated to the boiling point in the civil strife. Those who escaped the distinction of being personally made a Lincoln text or pretext as Greeley was, if they attaineed less conspicuity were, I think, happier, on the whole. As, however, Mr. Greeley was unalterable, speculation as to what he would have been, had he been someone else, would be idle.

"Connecticut has a respectable rank in the journalism that death has closed to criticism and opened to review. Joseph R. Hawley belonged to the class that made journalism and politics co-operate with one another, as the right hand cooperates with the left, while both help the state and national interest. Charles Dudley Warner, his associate, hyphenated journalism between literature and philanthropy, and adorned and strengthened all three. Gideon Welles, whose war time diary, posthumously published, is the political novelty and revelation of the Lincoln centennial, was the strongest contribution of patriotic Democracy to patriotic Republicanism and proves to have been the clear sighted monitor and bulwark of the President who freed the slaves, but not until it was wise to do so, and not until the Constitution and the Union could be preserved only by doing it, as it was done.

"There are other Connecticut journalists, of whom doubtless you know better than I do. But your journalism of sane partistnship in the past, like your journalism of sane independence in the present, can be credited with worthily remembered honor, in the land of steady habits.

"I assume I may be addressing editors who divide on party lines. It may be their necessity. It may be their choice. It is their option or their right. Their papers may have to depend on party support for existence. The politicans of the state may have so arranged conditions of public printing that sheets of both parties must be partisan to get it, and think they must get it, to live. If the politicans can keep you dependent, none has a right to censure you, if you cannot be independent. I only know that independence is better than dependence, because I have trid both, and both have tried me. I can sympathize with and allow for both kinds, and am prescribing my preference to none to whom it could not be adapted.

"There is, however, a notable gain in some organic journalism and an observable and regrettable independent journalism, so called. Organship is tending more toward prescribing for managers than managers are now disposed to dictate to organs. The partisan editor is aware of the ability and disposition of the independent voter to differentiate his ballot in the booth.

"The independent journal is sometimes prone to be as dictatorial as the political boss of tradition, and is angry when it finds that its truculency is resented as much as that of the traditional boss himself. When even machines 'pander to reform,' independent editors should not put on airs of bossism. Boss dictation and reform dictation are both discounted.

"That is why nearly every election is a crazy quilt and why nearly every state poll shows such marked discrepancies in comparative totals. Quite often the barely elected bring out results in administration, to reassure those who barely supported or openly opposed them. Sometimes, the triumphantly successful abuse support by getting heady or heedless. Real

character or real sagacity comes out in results. The pandering to reform inherent in the fears of machinism and the tendency to machinism inherent in some reform are constant. The discriminating and disinterested voter casts up between elections the accounts entered at elections. The trial balance is invariably instructive and sometimes disilusionizing.

"I advisedly counsel you not to judge your pudding before you have tasted it. Digestion is another name for justice. Experience is often the factor or synonym of disillusion. Don't be sure you are right till you or others have gone ahead. The vindictation or condemnation of foresight is hindsight. There is an interest in machines to improve, if well shaken when being taken. There is a tendency in reformers to become dictatorial, when success brings the fact of power to tempt one way from the obligation to impartiality and disinterestedness.

"Every first term in American history has been better or more successful than any completed second term in American history, in executive government. That has been invariable. The executive that makes the opposite to this, his record will probably become an angel, before his second term expires. It is hardly in human nature to make a second term better or more successful than a first. I would not have editors be pessimistic, but I would caution them to expect the habit of history to repeat itself."

"A BOLD-FACED LIAR"

IS THE PUBLISHER OF NATIONAL PRINTER-JOURNALIST. NOW AND ALWAYS NON-UNION.

Last week a large number of circulars were handed out to Werner employes, said circular containing two letters—one from a union proof reader to the editor of the NATIONAL PRINTER-JOURNALIST, of Chicago, criticising the horrible proof reading of the P.-J., the other letter being a reply to that of the union proof reader, in which B. B. Herbert, editor of the P.-J., occupies about three columns in ripping union men up the back and wound up by stating that his shop was manned by union men from top to bottom and that the very work criticised by the union proof reader was the work of union men.

In reply to a letter from W. B. Tanneyhill to President Jas. M. Lynch the following was received:

INDIANAPOLIS, IND., Feb. 3, 1909.

Mr. W. B. Tanneyhill, Chairman Label Com. No. 182, 206 Wills Avenue, Akron ,Ohio.

DEAR MR. TANNEYHILL:—I have your favor of the 1st inst., with enclosure. You ask me to give you such information as I can in regard to the NATIONAL PRINTER-JOURNALIST. The only information that I can give you is that this publication is non-union, and always has been, and Mr. B. B. Herbert the publisher of the PRINTER-JOURNALIST is noted for his antagonistic attitude toward trade unionism in general and the typographical union in particular.

With regards, I am, Yours fraternally,

JAMES M. LYNCH.

Above is from a paper, published in Akron, Ohio, called *The People,* and is a sample of the kind of truths that are dealt out by the self-constituted servers of the dear people. The fairness of telling a falsehood, charging the falehood to another, and then calling the other "A Bold-Faced Liar," for one's own lies, will be appreciated for what it is worth, as will the low code of ethics it indicates and represents, by those who know the facts. There is no necessity of telling the readers of the NATIONAL PRINTER-JOURNALIST as to the utter falsehood of the assertion, that, "the editor of the P.-J. occupied three columns (or any other space) in ripping union men up the back and wound up by stating that his shop was manned by union men from top to bottom." In trying to convict another and to transform the truth into a lie, the editor of *The People* has only shown himself to be a wreckless falsifier. We did in substance assert "that the very work criticised by the union proofreader was the work of union men," and the assertion was literally true. The article did show that the Linotype operator who set the type was a union man who struck for an eight-hour day, that the ad compositor who also made up the pages was a union man and that the press work was done in a press room manned by union men and that three of the department writers on the NATIONAL PRINTER-JOURNALIST are union men, one of whom struck for an eight-hour day, and we do not believe John M. Lynch is going to excommunicate these men, or say that they must be put out upon the cold world and be deprived of employment or the right to earn a living, on that account. The article fully indicated that we were running an open office, and asked no questions when giving employment to men, as to what society, organization or church they belonged. We take it that in this free country a man has a right to give employment to whom he pleases and every man has a right to work for whomsoever he chooses, and anything short of this is going back to the civilization of the Dark Ages. Any one seeking to abridge these rights *is* a violator of the laws of this free country and acts in controvention of the plain provisions of both the State and National Constitutions and the "Bill of Rights" secured to the American people.

President Eliot of Harvard, who is certainly reliable authority and wholly fair, unbiased and unprejudiced, as he is not an employer of labor, recently said in a public address in Chicago, as reported in the Chicago *Tribune* of February 11th:—

"The ethical influences of a well conducted industry, spring from steady work, a permanent home, loyalty and good will at work, and a reasonable freedom to profit by intelligence, alertness, and fidelity so there may be constant hope of an improving lot."

Taking up the question of "employes ethics," the limitation of apprentices was condemned as "unmitigatedly selfish" and "an interference with a freedom that is precious to every American—namely: the freedom of education"

"They abridge the choice of occupation and they have no other motive except the selfish one of procuring or maintaining a monopoly," he continued. "The objection af all civilized people to monopoly is really a moral one. Monopoly is always an advantage for the monopolist selfishly enforced against the rest of the community."

Minimum wage scales were condemned as exhibiting the "extreme cruelty of unions toward their members," in that they ignore local conditions, personal capacity, crush ambition, and prevent the less competent obtaining any employment at all. Limitation of output was said to be based on uneconomic theories, and, in addition, "intensely unethical" in that—

"It is impossible that a workman who habitually works at a rate below his normal individual standard should not be personally degraded by that practice."

"No distinction can be made between strikes and lockouts," he said, "as both are equally unethical in that they temporarily put out of practice the demonstrated principle that the great source of civilization on a large scale is steady, productive labor."

The unethicalness of the boycott and the union label was declared to lie in the fact that they abridge industrial freedom.

URGES MUTUAL UNDERSTANDING.

Now as to the ultimate result and remedy:

"The public liberty which permits the formation of strong combinations of men to promote their own interests will prolong and intensify industrial strife until both parties to the strife realize that the only way to public happiness in modern industrial communities is through the cultivation of mutual accquaintance and sympathy.

"The way to mutual understanding lies only through the habitual use of the most complete publicity with regard to all causes of strife between the parties. From that publicity both parties have shrunk and still shrink. Nevertheless it is only through the utmost publicity that better methods and better times can come."

President Eliot then discussed at some length the workings of the Canadian law which compels the parties to an industrial dispute to submit to an investigation, making public their differences before resorting to strike or lockout.

The examination of the pages of the NATIONAL PRINTER-JOURNALIST for the past fifteen years, will show that the only antagonistic attitude toward trade unions in general and the typographical union in particular, for which James M. Lynch says, "Mr. B. B. Herbert, the publisher of the PRINTER-JOURNALIST is noted," has been in constant maintainance of these well-established principles of human rights, law and ethics, both on the side of employers and employes; if he should declare anything different, and if we were accustomed to use the language of men whose minds have been poisoned with hate, envy and distrust, or the epithets of the haunts of the dissolute, who were at one time numerous in the ranks of unionism, but have grown gloriously less—though some bad specimens still remain—who neglected the support of their own families while they guzzled poor whiskey and poured out their venom upon the men who give them employment, and paid out their earnings to stir up strife and to support law-breaking strikes, we would then say that he had proven himself, that which his union admirer prints so readily, "A Bold-Faced Liar."

But epithets avail nothing and prove nothing. Why not be sane and discuss these matters with candor and refrain from passing judgment upon others through prejudice and on only partial information.

The method of our Akron newspaper editor of *The People,* reminds us of the illustration once used by Lincoln, when he said in substance that "An old philosopher claimed to have proved that the sum of the squares described on the two sides of a right angle triangle is equal to the square described on the hypothenuse. It is no disproof of his claim to say that he is a liar." Why should not unionism and everything else be judged with candor? If there are injustices, why not reform them?

President John M. Lynch is reputed to be a man honest in his convictions, and desirous of serving the members of the union. We have no disposition to prove anything to the contrary and though we think that we have proof that great deceits have been used at times, this would be deemed only the wise diplomacy of war, as the members of militant unionism, in the strife with employers of labor, have not hesitated to declare that war measures were justifiable. So we are willing to denominate whatever deceit has been used as misdirected diplomacy and let it go at that, though we deny the right of one group of men, in the name of either labor or capital, to declare or wage war on another group of men, in this free country where every one stands equal before the law and every voter is a sovereign in his own right as a citizen.

However, Mr. John M. Lynch is a little wide in his assertions.

We had a controlling interest in the Indianapolis Printing Co., while the NATIONAL PRINTER-JOURNALIST was published at Indianapolis, and it was run as a strictly union office, and did a liberal share of the printing for the International Typographical Union, but that was, possibly before Mr. Lynch was old enough to sit up and take notice. The NATIONAL PRINTER-JOURNALIST Printing Co. was a union office until 1893 and we are neither boasting of or apologizing for the fact. We have not run nor claimed to run a union office since 1893, and have had no occasion to make any apologies for that fact, either. During the summer of 1893, a busy-body undertook to stir up trouble in our office, through the union. A complaint was made, and a committee sent to investigate. We explained and the committee reported that we were in the right but the disturber of the tranquil relations between employer and employes, was not satisfied and defeated the adoption of the report and had another committee appointed. The second committee visited the office and after making investigation reported that we were in the right. The disturber was still stronger than this committee and they were sent back, against their protests, and the union boss followed them to the foot of the elevator to see that they visited the office again. We had been a good deal worried and were in a nervous condition and were thrown into hot anger, during which we used anathemas that had not passed our lips before for thirty years, and drove the committee from our office with a cane that happened to be one that had been given us by the clerks of our old Minnesota home town, in recognition of personal and newspaper servecises rendered them in securing fewer hours for a day's work and giving them their evenings for enjoyment and improvement. No committee of the union ever appeared again, the threatened strike was not ordered. Two weeks later a member of the committee met us (to retain the editorial plural) and personally apologized for what he said he had been compelled to do, and expressed his feeling of shame and degradation and related the fact of the union boss following the committee to the foot of the elevator to see that they did the unpleasant and disgraceful work assigned to them. We accepted the apology, but stated that if that was unionism in Chicago, we had no use for slavery and little patience with the self-enslaved, deluded victims of that kind of tyranny. Yet we have all along only opposed what we have designated as spurious unionsm, that has grown up from blind, self-seeking, selfishness and narrow short-sightedness, which seeks not the real good of the men, but the antagonizing of employers and their interests and the forced controll of property that others have built up and through which employment is given to workers. If unionism is the usurping of power over the interfering with and the teaching of distrust and emnity towards employers, the seeking of the limitation of work, and the securing of employment, not through encouraging efficiency in and loyalty to the business by which employes live and on the success of which their own well-being is as much at stake as that of the employer, if this is unionism, then we are antagonistic thereto.

Possibly James M. Lynch is a discerner of the hearts and thoughts of others and knows by a sort of sixth-sense the lives of those whom he criticises, but he makes a great mistake when he says "this publication is non-union and always has been." This publication has always been independent and for fair play and the editor has ever been antagonistic to slavish servility, and to any badge of servitude or slavery and to all efforts to keep employes at enmity with their employers and to all claims, that, because men had been sufficiently industrious and thrifty to lay up means to give employment to others—something that, in the line of opportunity, is open to all men in this free country—they were to be combined against, to be considered as unfair. Our course has been that of entire fairness, openness, and in the interest of fair play. We are not the only man that has once run a union office and afterwards changed to an open office. The largest printing offices in the United States are open offices, though strenuous efforts, with more or less success, have been carried on by un-

worthy means to make the uniformed to believe otherwise. The Werner Company of Akron was at one time a union office, and they changed as have others, and theirs is not the only office that reprinted and circulated the article that appeared in the NATIONAL PRINTER-JOURNALIST.

The office in which this proofreader, who has gained a little temporary notoriety, worked and in which he made trouble and from which he struck, also republished the article and it is one of the best offices in Iowa and was at one time union, but is union no more. If unionism is fair, just and of benefit, why do offices, after having tried its blessings and endeavored to get along with the men acting thereunder, change?

As we have before said, one Government is enough for any free American, and no man can serve two masters. "If you want anything done, do it yourself," was Franklin's motto and it applies to all men in a larger sense. No one can wisely turn himself or his affairs over to be run by some outside organization, however good the organization may be in itself, at least not until human nature changes and everyone seeks another's good rather than the promotion of his own selfish ends.

The Werner employes, although they are non-union, seem to be doing pretty well. We notice by an Akron daily paper, that they have voluntarily raised and contributed $1,000 to the building of the Y. M. C. A., and are active in good works. We submit that it is better for workers in any calling to mingle with other men and get in touch with the benevolences and all the worthy enterprises of life, than to go off by themselves Sunday afternoons or any other afternoons and curse their employers, bemoan their lot and, through selfishness, endeavor to get more money for less work and keep others out of work, curtail, as far as possible, the number of producers and the output by those who are able to produce, and arbitrarily strive to limit the number of those seeking preparation to enter a useful calling.

Better wages will be secured by broadening out, being useful in the community, knowing and influencing others, and better laws will be more easily and more certainly secured in this way. Vinegar catches no flies and it is much easier to entice men into liberality and good deeds than to drive them, even if they are the men who furnish you honorable and remunerative employment.

In this connection the following letters will be found of interest:—

THE WERNER CO., GENERAL SUPERINTENDENT'S OFFICE.
Akron, Ohio, January 29, 1909

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

MY DEAR SIR:—A copy of the January issue of the NATIONAL PRINTER-JOURNALIST came to my hands and I have carefully read over the articles criticising a letter of a Union man with answer. In fact, the feelings, which you express in your answer, are identical with mine, and it is with pleasure that I wish to congratulate you on the firm stand, which you have taken.

You may not be aware of the fact that we are operating a strictly Non-union Printing Shop. These conditions were brought about entirely by the same actions of the various unions, which you so plainly state in your answer and which we find are only too true.

I was so taken up with this article that I took the liberty of having the same re-set and printed some copies and distributed the same among our employees. Trusting my action in this matter may meet with your approval, I remain,

Yours very truly,
THE WERNER COMPANY,
E. P. Werner, Gen'l. Supt.

P. S.—I take the pleasure of enclosing a few of these reprinted copies herewith.

THE WERNER CO., GENERAL SUPERINTENDENT'S OFFICE.
Akron, Ohio, February 15, 1909.

DEAR SIR:—Yours of February 12th at hand, and I am glad to note that you were pleased with the way we handled your article.

It may be of interest to you to know that we had run a union shop for thirteen or fourteen years and about three years ago, our compositors went on a strike for the eight-hour day, a year later our lithographers went on a strike for the eight-hour day; the year following the bookbinders, about 300 in number, went on a strike for the eight-hour day and the following November our pressmen and feeders to the number of one hundred went on strike for the eight-hour day. Our factory is now working nine hours per day and is run by Non-union men throughout. We have had no difficulty in procuring exceptionally good help in every department. Our business is steadily increasing in volume and, in fact, we have been exceedingly busy through all our troubles and would not go back to union condition for any consideration. Furthermore, ever since we have changed to Non-union help we have found that our out-put has increased 25 to 33 per cent, which leads us to believe that the union has always limited the output in our factory, in fact, we know they have done so, as results prove this.

Again thanking you for the interest you have shown, I am,
Very respectfully,
E. P. WERNER, Gen'l. Supt.

ITEMS OF INTEREST.

On Monday, March 1, the Milwaukee *Sentinel* will become an All-Day newspaper. Beginning on that date the *Sentinel* company will keep its entire plant in operation the full twenty-four hours of every week day, supplementing the morning editions now published with afternoon editions. It is the company's purpose to publish this paper at all hours of the day and night that conditions and the development of news may warrant. Every edition will be a complete paper of all the news for the past twenty-four hours.

At the University of Wisconsin, Dr. W. G. Bleyer, chairman of the courses preparatory to journalism, who has had charge of the courses in newspaper writing, was made assistant professor of journalism. A course of four years of practical journalistic work has been provided for next year to include practice work in connection with the *Daily Cardinal.*

After having been in existence fifty-three years, the Muskegon, Mich., *Morning News,* suspended publication. The paper gives way to the plan to issue but one paper in the city, and that a strong one, the Muskegon *News Chronicle,* which will be published afternoons with a Sunday morning edition.

President Roosevelt has reappointed J. C. Adams editor of the Peotone, Ill., *Vidette,* as postmaster of Peotone. The appointment is favorably received at Peotone. Editor Adams during the last four years has rendered faithful service which is appreciated by the people of the village and the postal authorities.

MINNESOTA EDITORS HOLD FORTY-THIRD ANNUAL CONVENTION

AT the Forty-third Annual Convention of the Minnesota Editorial Association, held in St. Paul, February 17th and 18th, there was the largest attendance for several years, and it proved to be one of the most successful conventions.

Mayor Lawler, who is one of the most able and eminent lawyers of the Northwest, made the address of welcome on behalf of the city, in which he said:

The association represents, as well as any other state association, and perhaps better, all the factors, material and moral, that go to make up the strength of a great commonwealth. Editors, not only in cities but in small communities, know more than even the clergymen about the morals of their neighbors; and editors do more, in fact, to repress gossip and to promote morality than any other class of men. As a rule, editors are patriotic, enlightened, broad-minded, eager to strive for the true and best interests of their communities.

The mayor didn't hope, he said, that the editors' session would be merely harmonious—harmony too often meant stagnation. He did hope the sessions would be spirited and that they would serve to advance the welfare of the association and the state. This mayoral welcome was seconded by that of Eli S. Warner, president of the St. Paul Commercial Club.

The *Pioneer Press* says:

"For the first time since the foundation of the association in 1867, the only five survivors of the members who founded the organization were present. The venerable deans, four of whom ar still in harness just as they were thirty-four years ago, are Irving Tood, aged seventy, of the Hasting *Gazette;* Granville S. Pease, aged seventy-five, of the Anoka *Union;* A. W. McKinstry of the Faribault *Republican,* aged sixty-eight; David Ramaley of the *A. O. U. W. Guide,* aged eighty-three; Capt. Henry A. Castle, formerly of Anoka *Union,* and W. B. Mitchell, formerly of the St. Cloud *Union.* These men formed a notable contingent throughout the deliberations of the association.

PASS IMPORTANT RESOLUTIONS.

Before adjourning, the association put itself on record as being unequivocally opposed to the present duty on wood pulp and passed a resolution calling upon the senators from Minnesota and the state delegation in Congress to strive for the absolute removal of the duty on that product as well as any other imported articles needed in the publication of newspapers or magazines.

A resolution was also presented and passed urging the state authorities to co-operate with Canada in the establishment of a big game preserve, as was one favoring the project to change the name of the National Schools of Science to the Lincoln Schools of Science in honor of the martyr president.

PATENT MEDICINE LEGISLATION.

The report of the committee on legislation on H. F. No. 169 and 189, the first establishing a criminal penalty for the publication of advertisements of sexual medicines and the second requiring the printing of the exact quantity of each ingredient in a patent medicine under penalty of a fine and imprisonment, were also adopted.

The committee favored the former measure, but on the latter reported that the bill was entirely too sweeping.

A committee of seven was appointed to go before the legislature and urge the association's views upon that body.

"Give artificial aid to the natural propogation of the game of Minnesota as has been given the fish," was the advice given by Carlos Avery, executive agent of the state game and fish commission, in his paper read before the association.

"It has been demonstrated that this plan has given good results with the fish in our lakes and streams," said Mr. Avery, "and it is beginning to be believed that the same principles should be applied to game. It has been demonstrated that certain restrictions are necessary to preserve the fish and game of the state, but that alone will not preserve them entirely. An enlargement of the appropriation to care for this department is absolutely necessary."

In the discussion which followed, it was stated that the propogation and breeding of white fish in the lakes, especially, was absolutely without results, because the white fish lived on the mosses and growth at the bottom of the lakes and that this growth is destroyed by the dumping of ashes and refuse in the large lakes.

Following the reading of a paper, "Work to Profit Members," by W. H. Goetzinger, Elbow Lake *Herald,* it was advocated that a committee be appointed to make arrangements with some advertising concern to furnish a set copy of advertising to be printed by the newspapers calling the attention of the country merchants to the value they would gain from attractive advertising. Frank A. Day, chairman, Charles Mitchell and Joel Heatwole were appointed on this committee.

Mention was made that the American Press Association is already provided with plates suitable for the committee's needs, and that certain large advertisers could also supply the requisite matter

This idea of educating merchants through the local papers as to the value of advertising is certainly worthy of consideration in an association of newspaper publishers. It is a little curious that newspaper-makers seem to forget that they carry on a mercantile business as well as manufacturing industries. The paper, as such, has two lines of merchandise for sale, advertising space and newspapers, and that they should fail to advertise their own goods, seems somewhat singular, while they are constantly urging such use upon others. We have given hundreds of examples of good advertising used by most successful publications to advertise their own goods and for ten years have maintained a department conducted by one of the ablest men in that particular line in the United States, to gather samples of and give instructions and suggestions for effective advertising for more work both in the newspaper and printing departments, and have witnessed much improvement, still the great majority of newspapers have failed to use the means afforded, either through indifference, indolence, the lack of any real purpose or ambition for success, or on the principle of the old saying that the shoemaker's wife goes without shoes. We are glad that our Minnesota newspaper brothers are waking up to the subject. A newspaper man ought to be able to write ads for his wares, but possibly modesty has prevented this in the past. The preparation of such ads in electrotype by the American Press, always alert to meet all the wants of publishers, shows that there is a demand.

The following officers were elected for the ensuing year:

President, C. S. Edwards of Albert Lea; First Vice-President, C. H. Bronson of Osakis; Second Vice-President, F. W. Hunt of Mankato; Third Vice-President, H. J. Essler of St. Peter; Secretary, C. P. Stine of St. Paul; Treasurer, David Ramaley of St. Paul; Historian, H. W. Wheelock of Fergus Falls; Executive Committee—C. C. Whitney, chairman; C. S. Easton and Frank J. Meyst.

NEBRASKA EDITORS.

The following was the program of the Nebraska State Press Association, concerning which more will be given, treating of the instructive addresses in the April issue:

Monday Evening, Febuary 22—Informal reception tendered to

the visiting newspaper men and ladies by the Grand Island Commercial Club and citizens of Grand Island, at the Elks' Hall.

Tuesday Morning, February 23, 10 o'clock—Music; Invocation—Rev. Luther Lipe, Pastor English Lutheran Church, Grand Island; Address of Welcome—Mayor Schuff; Response—L. A. Varner, Sterling *Sun,* President Nebraska Press Association; Music; Annual Poem; Appointment of Committees; Secretary's Report; Announcements.

Tuesday Afternoon, 1:30 oclock—Music. Paper—"The Conservation of Nebraska's Resources"—H. M. Bushnell, *Trade Review,* Lincoln; "The Relation of the Newspaper to Politics"—Will Owen Jones, *Nebraska State Journal,* Lincoln; Discussion—Led by T. M. McCullough Omaha *Bee;* Music; Address—B. B. Herbert, Editor NATIONAL PRINTER-JOURNALIST, Chicago; Music; Announcements; Automobile Ride and Visit at the Soldiers' and Sailors' Home.

Tuesday Evening, 7:45 o'clock—Newspaper folks will be entertained at a concert in the Bartenbach Theatre by Bohumir Kryl, Cornet Virtuoso, and Company, followed by a reception at the Elks' Parlors at 9:30.

Wednesday Morning, February 24, 10 o'clock—Music. "Sidelines for the Country Printer"—A. B. Wood, Gering *Courier;* Discussion. "Handling the Advertising"—John M. Cotton, Ainsworth *Star-Journal.* Discussion: Music. "Benefits of County Organization"—E. E. Correll, Hebron. Discussion.

Wednesday Afternoon, 1:30 o'clock—Music. Annual Election of officers. "Stopping the Leaks"—H. G. Taylor, *Nonpareil,* Central City. Discussion. "The Cash-in-Advance Subscription System"—F. D. Reed, Shelton *Clipper.* Discussion. "Country Correspondence"—E. R. Purcell, *Chief,* Broken Bow. Discussion. "No. 709"—F. O. Edgecombe, Geneva *Signal.* Discussion. Reports of Committees. Appointments. Benediction—Rev. S. D. Bartle, First Methodist Church, Grand Island. Adjournment.

Wednesday Evening, 7 o'clock—Banquet tendered by Commercial Club at Liederkranz Hall.

STUDENT JOURNALISTS TO EDIT DAILY PAPER

STATE UNIVERSITY TO PROVIDE MODEL NEWSPAPER OFFICE AND GIVE FOUR YEARS OF PRACTICAL NEWSPAPER TRAINING—ALUMNI OFFER $400 FELLOWSHIP.

Madison, Wis., March 1—The University of Wisconsin has just provided for four years' Training in practical journalism for next year, which will include daily experience in all the details of newspaper making in connection with the *Daily Cardinal,* the university newspaper. A model Newspaper office equipped with typewriters, files of the leading newspapers of Wisconsin and the country generally, and some 2,000 well-written newspaper stories of various types taken from the best edited papers, is to be established in connection with the new division of journalism.

TWO YEARS TRAINING AS REPORTERS.

A course in the elements of newspaper writing is to be required of the freshmen in the courses preparatory to journalism, and they are to act as sub-reporters on the *Daily Cardinal,* their work on which is to be taken up and criticized by the instructor in this work. In the sophomore year the students preparing for journalism will take the course in newspaper reporting and correspondence, and will act as the regular reporters on the *Cardinal.*

The juniors in the course in newspaper editing will fill the positions of university editor, assistant university editor managing editor, and assistant managing editor, and by a system of rotation will gain practical experience in all the desk positions on the paper. The staff of editorial writers will be made up from the seniors in the course in editorial writing. Students in this course will meet several times a week in conference to decide upon the editorial policy of the paper and to divide up the work of editorials and paragraphing.

ALUMNI FELLOWSHIP IN JOURNALISM.

The Alumni Association of the University of Wisconsin has decided to offer a graduate fellowship in journalism valued at $400 to a graduate of the course preparatory to journalism, the fellow to devote a part of his time to work on the Alumni Magazine. The Cardinal Association will offer next year a number of undergraduate scholarships in journalism, ranging from $10 to $100, to be awarded to the students in the courses in journalism on the basis of work done on the *Daily Cardinal.*

The new courses in newspaper writing to be given by Prof. W. G. Bleyer, in charge of the division of journalism and chairman of the courses preparatory to journalism, are the Elements of Newspaper Writing, one hour a week throughout the freshman year; Newspaper Reporting and Correspondence, three hours a week throughout the sophomore year; Newspaper Editing and Editorial Management, two hours a week throughout the junior year; Editorial Writing, two hours a week in the first semester of the senior year; and Special Feature and Magazine Work, second semester, for two hours a week, in the senior year.

TRAIN MEN FOR AGRICULTURAL PRESS.

A course in agricultural journalism designed to meet the needs of those students who wish to study the agricultural press in order to become contributors or editors, is to be given next year by J. Clyde Marquis, editor of the agricultural publications of the university and formerly assistant editor of the Orange Judd farm publications.

The agricultural press work will consist of lectures and practice in writing to meet the special requirements of the farm and dairy journals, and will include a survey of the present agricultural press, a study of classes of agricultural writing, methods of reporting fairs and agricultural exhibits.

Peter J. Grandon, formerly an An Arbor newspaper man, has purchased the Hillsdale, Mich., *Herald-Democrat,* and the *Standard,* both weekly publications.

Colonel Thomas Burton, a well known retired publisher and editor, died suddenly at Cheboygan, Mich. He published papers at Youngstown and other places in Ohio and Pennsylvania.

Paul S. Junkin of the Creston, Iowa, *Advertiser-Gazette,* has sold his interest in the Corning *Union-Republican* to Charles and Frank Gray and hereafter the brothers will give their whole time to the publishing of the sheet. Mr. Charles Gray, who owned an interest with Mr. Junkin, has been the postmaster at Corning for some time, but has resigned. Mr. Grey will have charge of the editorial department of the paper.

At the annual meeting of the Inland Daily Press Association held in Chicago, officers for 1909 were elected, delegates to the coming annual convention of the National Editorial Association to be held at Seattle in July and August were selected and questions concerning the interests of the Association and its members were discussed. The following officers were elected for 1909-1910:—President—Frank D. Throop, Muscatine, Iowa, *Journal.* Secretary and Treasurer—W. V. Tufford, Clinton, Iowa. Vice presidents were chosen by states.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

BEFORE me on my desk is a copy of the 1909 edition of "The Graphic Arts Year Book," which I am obliged to keep under lock and key in order to make sure of having it when I want it. For most of the people who come around my desk, the book's artistic excellence alone is sufficient to make it charmingly attractive. To myself, the wealth of information it contains gives it an added value, so that I feel restless when it is out of my sight. I have only one wish in regard to the volume, and that is that the section devoted to lettering and typography might have been more full and complete. While engraving is covered in all its phases, on lettering and typography there are but three papers. These, to be sure, are by masters of the craft, and they are so helpful as to make one long for more. Mr. S. M. Weatherley of Philadelphia treats of "Type Designing," placing the present status of this craft clearly before one in a few well written pages. I will quote two or three paragraphs:

Coming to the designing of type, there are many things to be considered besides an artistic production. Fancy characters must be carefully avoided, for while ornamental types may be good to look upon and may stamp the designer as a real artist, they will never bring financial success. Thefounder knows the pitfalls encountered with ornate letters and will not risk the large sum of money which must be expended before their merit can be tested in the market, as the master printer, upon whom he is so dependent, is likely to cast them aside as "freaky." Nowadays types that are successful are those which have no queer characteristics. The letters must be correct in formation and more or less plain in appearance, with graceful strokes of proper widths, well placed ceriphs, good coloring and sets, and with such variations of these things as will make them useful and attractive.

Years ago, before printing could properly be called an art, the foundries indulged their wildest fancies in designing types. Reference to the old specimen books of the MacKellar, Bruce, Conner and Farmer foundries will amaze students of typography. Rims, rays, shades, curlicues and flubdubs were rampant, and designers seemed to vie with each other in the production of "freaky" characters. To be sure, some of these faces were meritorious and liberally sold, but in many instances only two or three sizes were cut, no extensive advertising was done and poor success meant nothing like the financial loss which follows a failure today. The designing of type in those days was a proposition different from what it is now. Ornateness was the result sought and master printers were not students in typography, guided by standards of excellence, as they are now, and therefore did not condemn fancy designs. Out of the development in typefounding and printing certain well-founded precedents, traditions and standards have been established. Typography is not only taught in many technical schools, but students in the art are to be found all over the country; not only in type foundries and printing houses, but in the publicity departments of nearly all the great advertisers. Type, composition and presswork are now subjects of much study, and the progress being made in their development is marked by the establishment of clearly-defined conventionalities commonly recognized.

Ultimately it is believed the large and useless variety of type-faces heretofore deemed necessary in printing will diminish, and fewer designs—basic designs with their variations—be produced. This does not apply to typewriter, scripts, texts and other series, the use of which requires no variations. Both founder and printer will welcome such a new order of things because of the economy possible and also the greater usefulness of type in groups or families. Fewer faces and larger quantities will be the rule, thereby facilitating composition and at the same time producing that harmony in typography which is so desirable.

In "Lettering and Design for the Printer," Mr. F. J. Trezise of Chicago goes into some of the advanced principles which every printer should know, though I fear many do not. I shall give an idea of the lesson he teaches by quoting again:

The study of lettering is especially valuable in aiding the printer to a determination of the appropriateness of the type-face for the work in hand. He learns that the Roman capital is necessarily a formal letter and that its most appropriate use is found in the composition of a formal piece of printing; he learns that the text letter is an informal, decorative letter, gothic in design and peculiarly harmonizing with the gothic architecture and decoration found in connection with the church—and therefore he does not use it to any great extent in the stationery of, for instance, a hardware house. The resultant influence upon his product cannot be other than beneficial, as obviously much depends upon the type as the medium through which the message is presented to the reader.

Our printed matter is growing more pleasing in appearance, and while some of the change may be attributed to

L. Wietlispach, Streator, Ill.

what might be called a passing style, still the far greater proportion of the improvement is due to the fact that the basic principles underlying good printing are being applied in typographical design.

And what are the principles of design which the printer must bring to bear upon his work? Generally speaking, they may be narrowed down to four, viz.: simplicity, proportion, tone harmony and shape harmony. The printer or designer who does his work without violation of any of these principles cannot but secure pleasing results. A consideration of simplicity, the keynote of good printing, will prevent an excess of panels or ornaments, too many type-faces, and the general lack of typographical restraint which has characterized much of our printing; a consideration of proportion results in pleasing divisions of pages, sizes of panels, etc.; shape harmony applied to the work in hand will result in the pleasing association of type-faces, a proper relation of type-face to page, proper relation of both to decoration, etc.;

while the application of tone harmony will prevent the jarring note of an exceptionally black rule or initial letter standing out from a light type page—a feature all too common.

In spite of the great decrease in the number of type-faces of today, as compared with a few years ago, the printer is in many cases really handicapped by too great a variety. Lacking the discrimintion gained by a study of letters in their relations, both historically and as regards harmony, one toward the other, he frequently mixes up the various letter forms in a manner altogether displeasing. Personally we think that three-fourths of the type-faces now in use could be dispensed with to the betterment of printing. However, as long as the composing rooms contain an indiscriminate assortment of letters, the only course open to the printer is to study the various forms with a view to avoiding the bringing together of those which, by reason of their characteristics of design or historical relations toward each other, are antagonistic.

Then, too, the design must be kept simple—not necessarily plain, devoid of all ornamentation, but an arrangement of the groups of type and decorative material in a manner that may be easily comprehended. Each group constitutes a force of attraction and, generally speaking, the fewer these forces of attraction we have on a page the more pleasing the result.

The proper placing of these groups or forces of attraction calls for a consideration of proportion—the necessary "pleasing inequality in the parts of an object." In no art or craft is proportion of more vital importance than it is to the printer, yet he seems to be the one who understands it the least. True, he has vague ideas regarding what he calls "whiting out" a page—distributing the white space around the groups—but usually no definite working knowledge regarding the principles underlying this distribution.

The last article of this section is by Mr. Lewis C. Gandy of Philadelphia, entitled, "Lettering and Typography." He goes to some extent into the history of different letter faces and their relative values as typographic mediums.

One of our friends sends in a couple of envelopes to show how a lot of 5,000 which was run through with an error was afterwards used to advantage by running a block of silver over the old printing and then another printing over this. This was all very well, so long as the error was made; but it was a very obvious one and should never have been made at all. It seems incredible that any ordinarily intelligent feeder could run through 5,000 impressions without noticing the error. Feeders are apt to have fits of dreaming, however. I have known them to throw off the impression and then run through a dozen or more sheets before they noticed that the press was not printing.

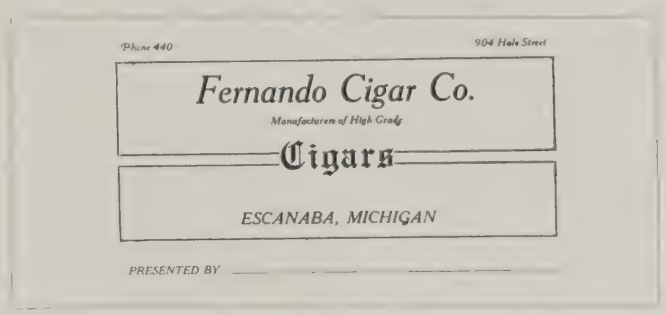
"Character" is the name of a bright and readable little magazinelet issued by the Griffith-Stillings people in Boston. It is devoted, as it assures us, to "Art-in-ink, fact, fancy and fun," and in it Peter, the Printer, continues to tell us some of his quaint and pointed stories. It also contains many another good bit of philosophy, and all gotten up in such a typographic style as to make the reading of it irresistible. It is not all as pointed and "shoppy" as this little extract, but this is worth reading:

Sometimes you get hold of a piece of printed matter that fairly charms you. It is just right. You turn it over and over in your hands. You hold it at arm's length and admire it. You resolve to hide it, so that no one shall get it away from you.

But when you come to analyze it, you are puzzled. The stock isn't expensive. The typography is simple. Maybe it's in only one or two colors. Yet the beauty and the impressiveness are there, and you can't get away from them.

Printed things of this kind are simply the result of knowing how. That's all. It's the artistic instinct plus hard study and years of experience. And this is precisely what we offer you, in a degree, we believe, which cannot be surpassed. It is by no means a question of expense. Dollars can't take the place of the know-how. We can make a dollar go as far as any printshop in America—and give you the know-how, besides.

Chas. C. Metcalf, Escanaba, Mich.—Glad to hear from you again. The boiler works card is about the best of the lot. It is well balanced and nicely displayed. Your own letter head, too, is very satisfactory. The press work is so good as to bring out the full value of the job. Your envelope is much less satisfactory, chiefly on account of the absence of good presswork. The head for the County of Delta is as neat a thing as I have seen for some time. I scarcely know what to say about the card for the Fernando Cigar Company. The word "Cigars" does not stand out strong enough, and the upper part of the card is more crowded than the lower part. I would suggest that the upper panel be made somewhat large



and the lower one smaller; also that they be brought closer together, so that there might not be so much width of rule at each side of the central word; then set this word in the next size larger.

D. L. Beckham, Goliad, Texas.—Your Jordan & Anderson card would not be to the discredit of any printer. I consider it a highly satisfactory piece of work. I should say that your letter head set in Gothic, in square effect, might be improved by having the top line, "The Goliad Guard," set in a larger size and extending beyond the other lines on each side, of course with a rule under it of the same length.

W. N. Crawford, New Hampton, Iowa, wants suggestions as to how to reset the card which is shown

NEW HAMPTON
Chemical Dry Cleaning
and Pressing Works
Cleaning and Pressing of All Kinds
We Guarantee Work Satisfactory
FUR CLEANING A SPECIALTY
Work Called for and Delivered
Marr Bldg. 2 doors N. of P. O
Sumner Phone 134
C. A. JANES, Manager
New Hampton, Ia.

herewith. I shall be glad to give space to criticisms or resettings of the card. For myself I shall only say at this time that I should by all means have the

rule in the center run vertically across the card rather than appearing in danger of toppling over. I might add, however, that the letter head on which Mr. Crawford writes appeals to me as being a much more tasty job, and I cannot refrain from reproducing it, too.

NEW HAMPTON GAZETTE

Circulation 1700 Copies
Official County Paper

W. N. Crawford, Publisher

NEW HAMPTON, IA.

W. W. Whetstone, Cherryvale, Kansas.—The first of your jobs to attract my eye is a letter head which appears to have been intended as a color card from

which prospective customers might make selections. It reminds me of the advertisements which used to speak of things as being done in gold and colors. Seriously, though, what did you work in those stripes for? All your other work is very satisfactory, especially the Elk's program. The legend on your card has afforded me much amusement, and I shall print it here for the benefit of others:

IFNOB USIN ESSFO RMEH AVEY OU
I'LLB EATITF AD EAWAYSKI DOO

E. K. Waters, Sidney, N. Y.—Your script type is somewhat out of date, but it would be improved by being spaced closer. Then, again, you should have "June the twenty-third," not "June, the twenty-third"—with the accent on the comma! Some of your text is also spaced wider than it should be. I have forgotten the name of the old style upper and lower which you use on so much of your work, but it is scarcely suitable to go with your Old English.

R. H. Fadden, Morris, Manitoba.—I should prefer not to see an envelope printed in gold, and I imagine the postal clerks would much rather have some other color. At any rate, the one in red and green is much more satisfactory. The title page for the auditor's report should have much plainer and more simple treatment.

William C. Eastwood, Piper City, Ill.—Your sale bill is a much better piece of work than many such. In fact, I think I shall have to acknowledge getting up many a worse one myself, when I was a "two-thirder" in a country office. You are working along right lines, I am sure, and ought to succeed.

A booklet issued by the Inland Type Foundry on the McClure series contains some very clever suggestions of display. It is worth getting.

T. E. West, Runnells, Iowa.—Your envelope card for the Brown Mercantile Company should have the main line slightly larger. With this change it would be a decidedly satisfactory job. Your letter head for the Runnells Hardware Company is also a good piece of work. The head for the R. W. Taylor Company shows almost too many different faces of type, some of them older than you should use on such work. Your notes are l ith fairly good pieces of composition, though the one tor the Brown Mercantile Company might have the date line a little smaller.

Printers who do their own presswork will find double value in a little booklet called "Ink Secrets," issued by Philip Ruxton, the ink man. It not only gives some valuable inside information about ink, but it is suggestive as a high class piece of printing as well.

Established 1900. OFFICE OF Telephone 97

W. W. WHETSTONE, THE PRINTER

PARTICULAR PRINTING FOR PARTICULAR ' EOPLE

Manufacturer of

HIGH GRADE COMMERCIAL PRINTING

"PRINTING FOR YE INTELLECTUAL FOLK."

Rooms 8 and 9
Up Stairs
Dicus Building

Cherryvale, Kansas,

The Winona Printer, issued by the School of Printing of the Winona Technical Institute, Indianapolis, gives evidence of its ideals of good craftsmanship on

every page. It is printed on handsome cameo paper, with faultless composition and presswork, and altogether it is a delight for one to handle.

Warren S. Dressler, Camden, N. J.—In much of your stationery and other small work you have a tendency to use very heavy type. The jobs are well composed,

YOU ARE CORDIALLY INVITED
TO BE PRESENT AT THE
THIRD ANNUAL
APPRENTICESHIP FESTIVAL
OF THE SCHOOL OF PRINTING
AT NORTH END UNION
PARMENTER STREET
FRIDAY EVENING, DECEMBER ELEVENTH
NINETEEN HUNDRED EIGHT
AT EIGHT O'CLOCK

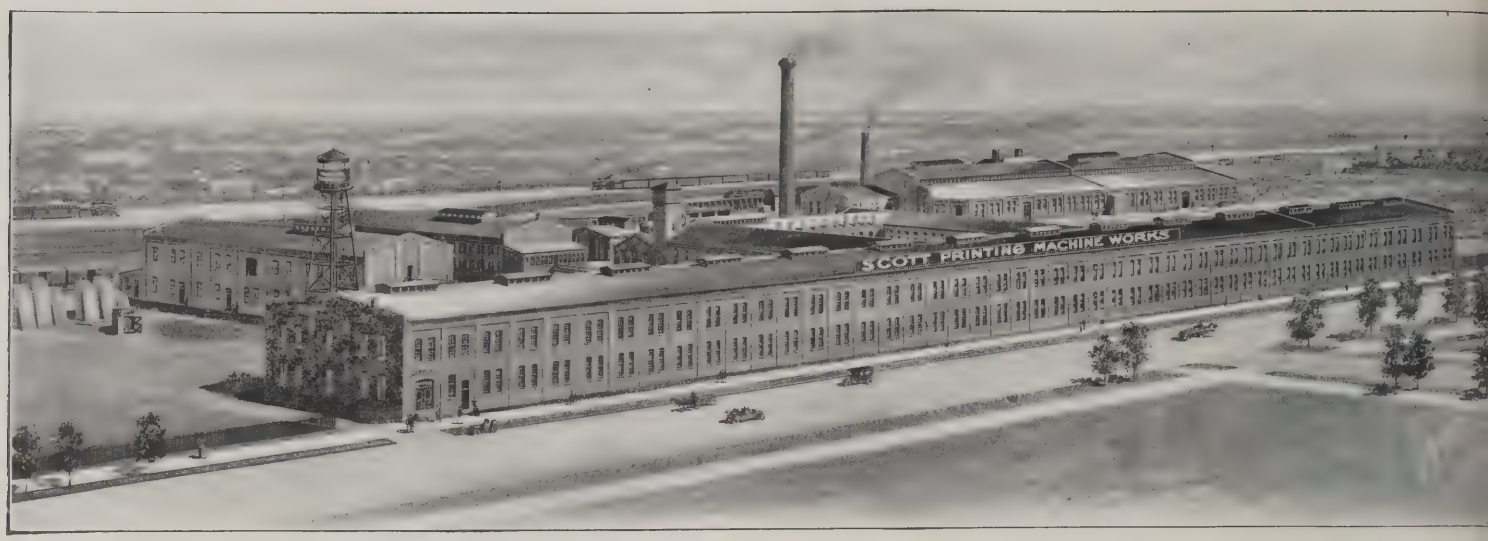
and consistent throughout, but I should try to lighten up just a bit. Your blotter is very clever and ought to bring you good returns. I have looked for some little time at your card set in a squared out style, in which you abbreviate Presbyterian to "Presbyt'n." This looked odd at first, but is certainly better than having a hyphen at the end of both the second and third lines, as would otherwise be made necessary.

Sam H. White Rock Hill, S. C.

Your own letter head and statement are unusually attractive. I hope to be able to show a few of your jobs next month.

Printology is issued, as time and opportunity allow, by the Regan Printing House, Chicago. It is not governed by second-class rules, and so can take its own time to appear. It might thus reasonably be expected

to have the superior quality which leisure allows; and in this it is not disappointing. It is gotten out on the best stock, and in the highest style of the art, making it a positive delight to the lover of good printing.



Works of Walter Scott & Co., Plainfield, N. J.

THE SCOTT PRINTING MACHINE WORLS

WE ARE sure our readers will be interested in the above picture of the works of the Walter Scott & Company, the well-known press manufacturers, which are ideally located in Plainfield, N. J., and said to be the largest works in this country, if not in the world, devoted exclusively to the manufacture of printing presses, from the small pony drum cylinder to the very largest newspaper rotaries which feed from any number of rolls at one time and deliver enormous quantities of complete papers, pasted, folded and counted.

An inspection of these famous works shows that they are unique in that they are built with a definite plan always in view; that in the process of manufacture of the various parts no useless moves shall be made and that there shall be no wasteful moving around of parts that is so conspicuous in many factories where no definite plan of building has been followed. To illustrate this, the course of an order for a new machine can be followed. The order is first received at the office, which is located at the West End of the Main building where it is entered and the shop specifications are made out. It then goes to the Draughting Department which is located at the West End of the Second floor of the Main building where the machine is designed, all the various parts drawn out, tracings made of the parts, blue prints made from the tracings, and these blue prints are furnished to the various departments. These go to the Pattern Shop which is located on the second floor of the first separate building near the water tower. Here the various parts that are to be made in cast iron, cast steel, malleable iron, bronze and brass, are first made to exact shape in wood to serve as patterns from which the castings are made. This building is extremely well-lighted, well-ventilated and makes very pleasant workrooms. It is equipped with all the latest and best woodworking machinery, a special department being devoted to molding machine work.

The building east of the Pattern Shop is a three-story pattern storage in which the various patterns are all arranged so that any one can be instantly selected and without disturbing any other patterns. This building is completely filled with the "live" patterns which are in frequent use. The contents of this building represent many thousands of dollars. It is equipped with many special fire-protective appliances. The sprinklers, with which the entire factory is equipped, are much closer together and provided with very sensitive heads. The entire building is equipped wth iron fire doors and window shields which can be instantly closed in case of fire.

From this building the patterns are taken by means of cars on narrow-gauge railroad to the foundry, which is the large building at the east end running parallel with the main building, where the moulds and castings are made. The Foundry is well equipped with cupolas for melting the iron and steel, etc., core ovens as large as ordinary rooms for drying the cores, molding machines, overhead power-driven travelling cranes, etc., etc. A particular feature of this foundry is the care taken in the mixture of the irons. Every car of iron that comes into the place is analyzed and the mixture is made to exactly suit the castings according to the work they are intended for. No more care can possibly be exercised than is given to this one subject alone. For gearings and other parts where extreme strength and durability to resist wear is required, the castings are made of semi-steel, and the analysis of the irons in the large, medium and small-sized parts differs according to the work the parts are required to do. Converted steel, Open-Hearth steel and Crucible steel castings are used where they are best suited for the work. All bronze castings are made to the government Phosphor Bronze formula which has been proven to give the finest bearings for durability ever made.

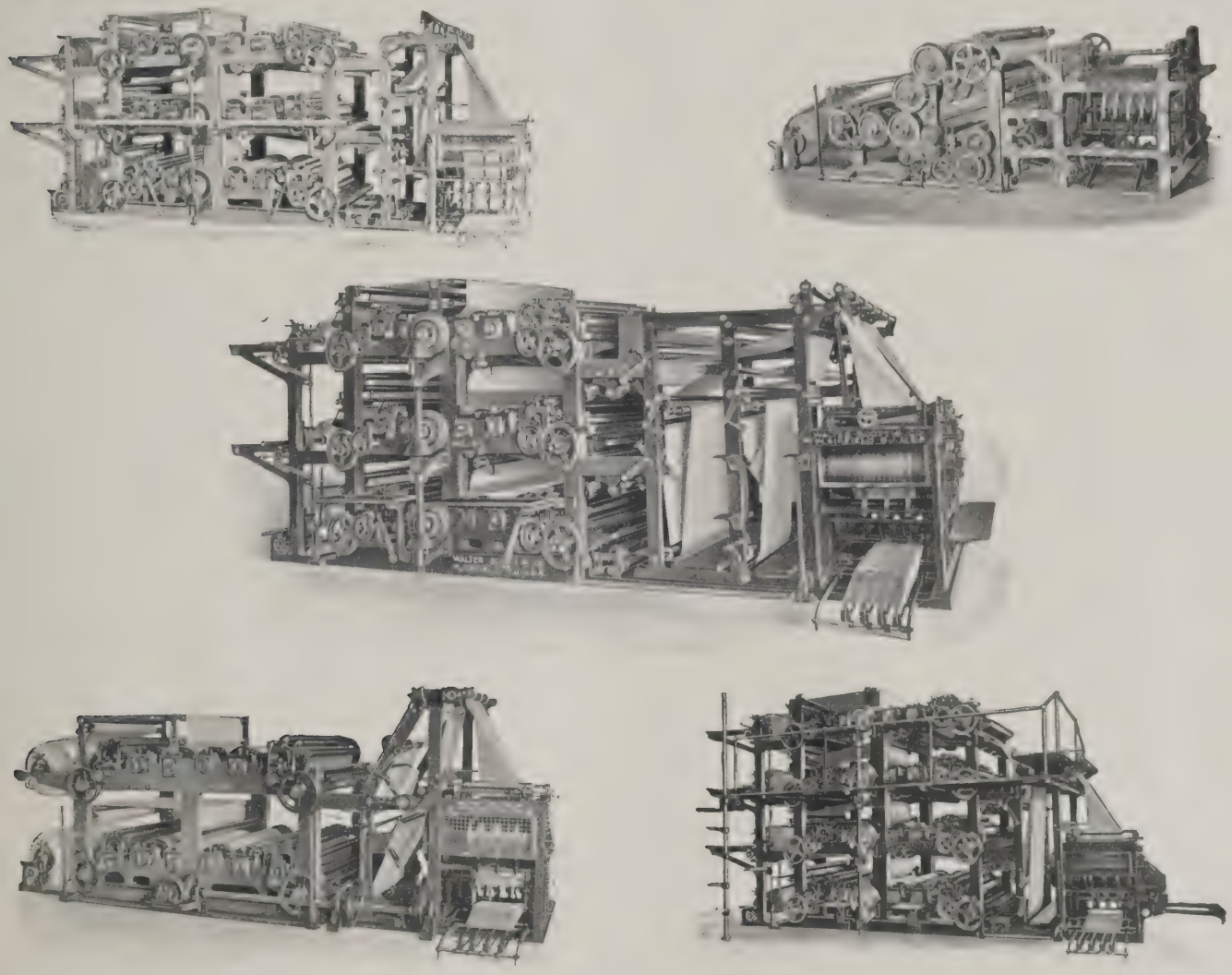
From the foundry the castings pass to the Machine departments, the large pieces going to the heavy tools located on the lower floor of the main building at the eastern end, and the lighter parts going upstairs where the lighter tools are in operation. The tools are located so that the various operations are made progressively. First the heavy planers and heavy lathes, then the latest turret lathes capable of turning out parts with many operations, then the special cylinder mills, the grinding machines, the radial drills, the regular drill presses, the boring mills, the automatic gear cutting machines, the milling machines, the rack cutters, slotters, keyseaters, and thousand-and-one odd machine tools required to economically perform the various operations. Upstairs the smaller parts are machined by the various automatic machines, small lathes, planers, drill presses, etc., etc.

The west end of the main building between the office and the machine departments, which commence at the east end, are the erecting floors, the larger presses being set up on the lower floor and the upper floor being used

for the smaller machines. Here the machines are completely assembled, tested in every particular, and finally taken down. The final painting, polishing, etc., is then done in the shipping department, which occupies the lower floor of the building by the water tower, immediately under the pattern shop. From here the finished press is taken by cranes which run directly to the car door and swing their loads into the car without further handling or exposure to the weather.

The smaller parts and others that are made from bar steel, iron, etc., originate from the iron storehouse, which is located along side of the siding in the yards, from there pass through the Forge where the blacksmith work is done. This shop is equipped with many individual forges, blasts, power and steam hammers, hardening furnaces, etc., etc., to greatly facilitate the work and turn out large quantities of work in quick time. The steel and iron parts then pass to the machine departments and finally to the erecting floors. The location of the power plant is central with the demand. The boiler rooms are located near the trestle over which the coal cars are run to be dumped, and the engine rooms have the several engines, dynamos, motors, etc., that are necessary to furnish the power, lights, etc. The boiler capacity is 800 H. P., and the engines, motors dynamos, etc., represnt a total of some 800 to 1,000 H. P.

Some idea of the size of the Scott Works can be formed from figures, and it may therefore be well to state that the main building is nearly a thousand feet long and 70 feet wide, two stories high, the foundry over two hundred feet long and one hundred wide, the pattern shop 60 feet wide and 120 feet long, two stories high, while the pattern storage is the same size, except that it is three stories in height The entire floor space under cover, including tool rooms, two stories high, iron storage, forge, boiler rooms, engine rooms, sand houses, etc. ,etc., is over 250,000 square feet, the whole of which is occupied by the latest improved machinery, there being no waste or idle space whatever. The works have private railroad sidings connecting directly with the Central Railroad of New Jersey, Philadelphia & Reading Railway and Baltimore & Ohio Railroad. The length of the sidings in their yards is more than 2,500 feet. In addition to this they have a complete system of narrow gauge railroad of their own which goes throughout the various buildings, there being over 3,200 feet of this narrow gauge track. Nearly 5,000 feet of overhead railing is required for the hoists, cranes, etc. Length of main shafting is some 4,600 feet and the works are lighted by numerous arc lights and incandescent electric lights.



Some of the Printing Machinery Manufactured by Walter Scott & Co.

Although a large variety of presses are built in these works, enough of each kind are built to make them in the proper quantities so that interchangeability is provided for. All the important as well as the smaller parts are made from jigs which are designed and built in the special tool room, which is really a very complete machine shop with the most accurate and best machine tools of its own. Here all the special tools required are made and the jigs

laid out, and manufactured for all kinds of operations. These jigs make possible the economical manufacture of the various parts, without which the cost of the presses of the quality turned out by the Scott people would be prohibitive.

The line built by this firm includes Lithographic Presses, single and multi-color printing from stone, single and multi-color printing from aluminum or zinc plates, and Offset Presses. Drum cylinder machines for the small job printer, some capable of running at extremely high speed, and others of the regular construction, also a variety suitable specially for the needs of the publishers of the country-weeklies, and small town dailies. Two Revolution presses including the high-speed machines used extensively for newspaper work as well as the large and small job presses capable of printing the finest kind of color work and half-tone jobs. Flat Bed Perfecting machines in various sizes and styles, some feeding from flat sheets, others with an all-size roll feed added. Rotary presses for the larger job printing offices, including single and multi-color sheet fed rotary machines, Wrapping paper presses, the famous All-Size Rotary machines which are so favorably known throughout the trade as being the biggest money-makers for the large printers, and also the endless variety of Rotary machines and Newspaper printing and folding machines. They also manufacture the auxiliary machinery such as stereotyping outfits and electrotype bending, trimming and routing machines. Color printing presses of all kinds are also made to suit any possible requirement.

Of the merits of the various machines built by Walter Scott & Co., little need be said. Their reputation is firmly established and practically every one who has ever used a Scott press or come in contact with it in any way has a most favorable opinion of it. Walter Scott & Co., have been established some thirty-five years and their first machines are still in operation doing their work perfectly. What is more, they command a higher price second-hand than any other machine on the market because the purchasers are sure of the superior value of the machines.

To the newspaper publisher they offer a variety of machines. Their Drum Cylinder and Two Revolution presses are so well known that no extended description is necessary. It may be added that they have just designed a new type of Drum Cylinder machine for the country paper that bids fair to supercede practically all other makes of machines. It is complete in every respect, extremely simple in operation but with unequalled efficiency, and it is made better than any drum cylinder press has ever before been made. These new machines, the first of which have just been shipped, can be obtained either from Walter Scott & Co. direct, or from the Western Newspaper Union, whose main office is in Omaha, Neb., who have been appointed the western selling agents of this type of press.

To the publisher of the larger dailies they offer an unusual variety of Rotary presses. Some of these machines are illustrated in connection with this article and they are capable of running at enormous speeds, fold perfectly, and produce a larger quantity of papers of superior appearance than any other make of press. Below is a list of the many features obtainable only on SCOTT machines, as they are thoroughly protected by their patents, of which they have a large number.

Direct-Independent Drive,
Multiple-Drives (on large Presses)
Minimum Plating Positions,
Staggered-Positioned Cylinders,
Graduated Printing Cylinders,
Continuous-Adjustable Ink Distribution,
Wedge Impression Adjustment,
Adjustable Paper Roll Journals,
Web Tension Equalizers,
Web Tension Indexes,
Independent and Collective Tension Control,
Accelerated Web Associating Rolls,
Ideal Angle Bar Arrangement (on double-width presses),
Non-smutting Folding Rolls,
Perfect Cross and Vertical Association,
Steel Cutting Grooves,
Adjustable Tapeless Folders,
Constantly Rotating Folding Blades,
Collect-without-transfer—no ribbons.

Walter Scott & Co. are now building a newspaper press which is advertised elsewhere in this issue. This machine is remarkable for its great speed and its extreme versatility in producing any desired variety of combinations of pages. The most remarkable feature, however, is that it will produce from two two-page-wide rolls of paper 16-page papers at a running speed of 24,000 per hour, which is the speed usually obtained on a Quadruple press, feeding from four twopage-wide rolls or that equivalent. Also it produces this enormous quantity of papers from a single set of plates which is another saving. On account of the smaller diameter of the cylinders, there are 1-3 less stops for changes of paper rolls. The machine has also many advantages over others in perfection of the details and is built extra heavy.

HELPED BY N. P.-J. AD CRITICISM.

Boscobel, Wis., Feb. 2, 1909.

National Printer-Journalist.

Dear Sirs:—For the past few months I have been a steady reader of the many useful and interesting hints and suggestions contained in your magazine, as relating to advertising. I am only through high school last June, but through such helps as your paper, I have been writing and laying out the ads for our local dealers. As I have been much helped by your ad criticism, I wish to send you several of my poor attempts for criticism, as I wish to know if I am on the right track. If you would criticise them I would be very much pleased.

I would also like to know if you think a course like the Sheldon Course is as good for an advertiser as one like the Page Davis give?

I enclose stamped envelope for reply.

Yours reply,

Herbert W. Blashfield.

J. Edward Jennings, a resident of Chicago for twenty-five years, died suddenly of heart disease last week. He was born in Boston, Mass., in 1861, and came to Chicago in 1880. In 1885 he became one of the associate editors of the Associated Press and later became night manager of the Chicago headquarters of that organization. He was affiliated with local news service until a few months ago, when illness forced him to cease work. Mr. Jennings is survived by his wife, Katherine E. and two sons.

A. L. Patterson, one of the oldest newspaper men in Chicago, and business manager of the Chicago *Times,* when that paper was in existence, died at his home last week. Mr. Patterson was 77 years old and the cause of his death is given as general ill health. Mr. Patterson was born in Fredonia, N. Y., in 1831, and before coming to Chicago had been with Detroit papers. In 1861 with a number of other Detroit newspaper men, he came to Chicago and became a part owner of the Chicago *Times.* He acted as business manager until 1888.

WHEN IN FAVOR OF AND WHEN ANTAGONISTIC TO UNIONISM

When unionism tends to improve laborers, and their conditions, to increase their intelligence, their efficiency, and their producing power, to build them up in morals, in self-reliance, in good citizenship, in a love for justice and fair play and a regard for the rights and well being of others, and of the community; helps toward the care of all dependent upon them, the instruction of the ignorant, and the support of the sick or afflicted and to secure just and equitable laws for the protection alike of employe and employer, we are in favor of unionism. When unionism seeks to rule others for selfish ends, to monopolize the right to labor or of the free privilege to dispose of labor as the laborer himself choses; to control the property that others own, to build up and maintain class distinctions, and classes antagonistic one to the other; to limit production, or the opportunities for production or for the securing of the training necessary thereto; when unionism undertakes to interfere with the laws or the findings or decisions of the courts thereunder, and to set up its own interpretation instead; when it strives to enforce a badge of slavery on others, to prejudge their acts and declare them unfair, then we are antagonistic to unionism, for then unionism is degrading, unfair, unreasonable and destructive to personal liberty. It may be a glorious thing for those who have not the industry nor the thrift to earn and accumulate property, through which to afford employment to themselves and to others—who wish to avoid all responsibility—to gain the power by combination and demagogy of absolute control over the property of others and all the benefits therefrom, leaving to these others, who own the property, to do more than their share of the work, to endure all the worry and to take all risk, to pay all the wages, expenses and taxes and stand all the losses and slanders, cajolings, abuses, cheatings, robberies and cursings for their pains, while the employes take all the glory and honor and strut about as the only honest laborers, the noble sons of toil. There is too much injustice, hypocrisy, cant and demagogism in such unionism to permit such a system to rule forever in a free country.

WINNING INCREASED BUSINESS UNDER ADVERSE CONDITIONS

The Aurora, Ill., *Daily Beacon* showed a wonderfully satisfactory business for the year 1908 and told the pleasing story in a well-displayed page in its issue of January 23rd. The conditions that confronted the paper, and yet how the paper prospered in face of hard times, are briefly told as follows:

"The financial depression experienced during the latter part of 1907 and extending to and influencing trade throughout 1908 was probably felt in Aurora as much as anywhere in the country. The banks began to issue scrip. The big C., B. & Q. Railway shop first cut down their force and then to part time, and every one of the 132 factories followed suit; and 1908 was half over before the wheels of industry were moving in their accustomed manner; and the local business affairs did not assume an altogether normal condition till fall. During all this trying period the *Beacon* grew "in stature and in favor" with men and women in Aurora and vicinity. The circulation grew and merchants realized the growth in the result of their advertising during this period. When money was scarce and trade hard to get the *Beacon* proved to be the best result producer for the advertiser, proved it so clearly that eleven regular patrons of the advertising columns, representing nearly 30,000 inches of space, and who are careful though liberal spenders of their advertising appropriations, have during 1908 come to patronize the *Beacon* exclusively."

The true philosophy is to meet new difficulties with greater and more systematic exertions. In this way in newspaper making, and in all other callings, new difficulties frequently prove a blessing in disguise.

The Aurora *Beacon* was wise in its enterprise and evidently convinced advertisers that the way to get trade when most needed, was to go after it with strenuous and continuous effort by means of attractive publicity in a medium that reached their buyers, and then made good, by furnishing an incerasing circulation among new buyers. The circulation was enlarged during the year from 6,823 to 9,374, or 37½ per cent, probably the largest per cent of gain of any paper in the country, "which," as the paper well says, "accounts for the milk in the coocanut." There is another point well made by the paper to the effect, that, "The circulation of the *Beacon* covers most completely Aurora and the surrounding 'Trading Territory,' and it does not and never has tried to cover any more." There is nothing like concentrating one's efforts to the home field and then being loyal and useful to all the people and all the dealers as advertisers in that field. The *Beacon's* gain in 1908 was: in home display advertising, 16,335 inches; in classified items, 2,933, and in foreign display ads, 2,771 inches. Evidently an all-around effort was made and then the increased circulation and the greater effort told in the foreign field where less was to be expected under the existing conditions.

TRADE ITEMS.

Barnhart Bros. & Spindler, Type Founders, Chicago, with world-wide connections, have purchased for $42,000 the northwest corner of Monroe and Throop Sts., Chicago, 197 x 236 feet, (46,500 square feet) on which it is purposed later to erect the most perfect plant in the world for the manufacture of type, printing machinery and printers' supplies. It is announced that the down-town offices and salesrooms will be retained, but that the various manufacturing plants will be concentrated in the new building. The company has already something like three acres of floor space under one roof, but their growth has compelled them to engage a large quantity of room in Chicago outside of their main building.

Frank I. Miller, Bloomington, Ill., has installed a 38-inch Oswego Semi-Auto power cutter with foot treadle and hand clamp, buying the same through Barnhart Bros. & Spindler, Chicago.

MACHINIST-OPERATOR—13 years' experience, steady, sober, union, desires situation in western city. F. M. HERTZER, 126 Third St., San Francisco, Cal.

Newspaper Criticisms

O. Byron Copper — *De Soto Wis.*

Continued from February Issue

GALLATIN, Mo., Dec. 18, 1908.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We recently sent you a copy of the 1908 Christmas Number of the Gallatin *Democrat*. If you failed to receive it kindly advise us and we will send another, as we want your opinion of this number from every viewpoint of a newspaper critic. Yours truly,

ROBERTSON & BALL.

Gallatin is only a "country town" of about 2,500 population, but in it and the other towns in the county represented in the advertising columns of the Christmas *Democrat* are as hustling, wide-awake, progressive set of merchants as you could find anywhere on the Globe.

It is now inconvenient for me to look up my reviews of the 1907 Christmas special editions, but I have the impression that the Gallatin *Democrat* was among the greatest of last year, and its special now before me positively eclipses anything I have yet received this season. Counting the handsome Kellogg cover, there are some 44 pages in this handsome 1908 edition, all copiously supplied with seasonable matter three-quarters of which, I would say as a rough estimate, consists of advertising. And the modern, skilled manner in which all of this has been put up is a delightful sight for one who appreciates that which is right in printing. There is page after page of advertising, and two double page ads, both of which I cannot resist reproducing (Exhibits 17 and 18). Any of the many other advertisements would make most desirable illustrations for this instalment, but I have contented myself with the showing of but one other specimen, Exhibit 19—a half-page example remarkable for its simplicity and strength. Now, with reference to this last mentioned specimen, Rex Lampman could, and doubtless would, work in an ornament between those two panels in a way that would look allright and proper; but not being so dextrous with such things myself, I should probably have had to reduce the defective space there by lengthening each panel a couple of picas or

"Christmas Comes But Once a Year"
A Bunch of Suggestions Concerning Practical Gifts and the Economy and Other Advantages of Buying Where Quality Is Assured and Your Right to Attention Is Recognized.
Think back a few years more or less, and recall the present that made the most pleasing and lasting impression on you. Wasn't it it a suit—perhaps the first pair of long trousers; maybe a pair red-topped boots? If a girl, possibly it was the first stylish little jacket that brought a flush of pride and happiness to your cheeks At any rate, it was a practical present, more than likely something you needed very much, and if you are practical NOW, you will buy practical presents for those who look to you for all or part of their pleasure. The following are all useful and wantable articles. Many are priced far below their real value. Look over the list, make your selections and buy early to avoid disappointment.
SPECIAL!
Fancy Goods for Christmas Gifts.
Suit Cases. For Xmas.
Cotton Blankets Way Off.
39c
Holiday Ribbons
Crochet Scarfs.
Men's and Women's Hose.
A New Pair For a Hole
Rugs!
Wool Hose Under Price
15c
Xmas Suspenders
50c
Be a Sport
$6.50
Shirts
50c
Christmas Handkerchiefs on Sale.
Look!
Shoes. Shoes.
59c
98c
$1.25
79c
$1.50
59c
98c
$1.25
Queen Quality
Nobby Top Coats
$2.00 to $12.50.
Kid Gloves
Present the Baby
52c
Black Cat Hose
18c
Ladies' and Children's Wraps.
Christmas Furs the Ideal Gift
Ladies' Suits.
Table Linens on Sale
Buy One for Mother
$2.14
Bear Skin for Children
The "Avondale"
The "Knickerbocker" Suit
Men's Gloves
Christmas Neckwear
25c to 50c
Mufflers.
Horse Blankets.
Silk Crochet Shawls
$3.59

No. 17

such a matter. I am ready to believe all that Messrs. Robertson & Ball have said in their letter above—I know it must be true that the men who support such a remarkably prosperous newspaper as the *Democrat* are a "hustling, wide-awake, progressive set;" and it naturally follows, of course, that a newspaper with such a constituency must take the pace set by its patrons, and to do this it must of necessity become "wide-awake and progressive," too; and if the *Democrat* is not that, it is nothing. Brothers Robertson & Ball have evi-

dently provided everything modern needed for their work and their workmen are surely pastmasters in their respective lines, for there is scarcely a thing from any critical viewpoint against which one might complain. All the writing is performed in a thoroughly well educated style, the composition of straight

A WONDERFUL CHRISTMAS SELLING
Santa Claus is Here With a Wealth of Beautiful and Useful Gift Suggestions
Dollars Saved Here
We Will Take Care of Your Christmas Purchases Until You Call for Them.
Ladies' Tops-Skirts
Ladies' Fancy Hosiery
Ladies' and Children's Cloaks
$3.85
$6.85
$1.69
49c
Extra Special!
Our buyer has just picked up a great snap in Table Oil Cloth and we put it in the sale just as we bought it. 25 rolls in the lot and the price per yard only
10c
WE HAVE given unusual care this year in the buying of those articles suitable for Christmas giving which will at the same time prove of practical use to the recipients. And after all the gift that can be used daily is the gift that is most highly appreciated. Don't make the mistake of waiting until the evening to do your Christmas shopping---come early and avoid the rush.
Santa's Headquarters
Sale Begins Saturday, Dec. 12
and Continues Until Christmas Day
There's a great money-saving opportunity for you in this sale. Make arrangements to take advantage of it. All over this great store you find the big bargains. We are expecting to see you when the sale begins. REMEMBER THE OPENING DATE
Blankets
Leather Goods
Club Bags and Suit Cases
Men's Neckwear
Table Linens
Ladies' Furnishings
THE FARMERS STORE
West Side of the Public Square
GALLATIN, MISSOURI
Christmas Furs
Make Your Selections Now Before the Christmas Rush. We Will Take Care of Them Until You Call
New Shapes in Hats
THE TIGER HAT
Men's Fancy Hosiery
Slashing Men's Clothing
Boys' Clothing
Extra Special!
10c

No. 18

matter and display gives evidence of highly skilled hands, the mechanical make-up is always tastefully and carefully executed (if not in every instance strictly

The Big Hardware Store
of Jamesport extends a Christmas Greeting and we cordially invite all our old friends to call and see us in our elegant new quarters, where we have the finest line of Shelf and Heavy Hardware, Implements, wagons and Buggies.
Good Vehicles
Buy a Range
We have a very complete line of Pocket and Table Cutlery, Copper Nickle-Plated Ware, Enamel Ware, Guns and Ammunition, and in fact, everything usually carried in a first-class hardware store. Come and see us in our new home.
BOND & JOHNSON
JAMESPORT, MISSOURI.

No 19

according to Hoyle), and the presswork is high grade. What, therefore, is lacking to satiate the most exacting artist?

The *Independent Herald*, of Bertrand, Nebraska, got out a special holiday edition this year, too. It was a most creditable sixteen-page affair, every page of which was home printed. The *Herald* is a high-grade little paper, with a number of excellent faces in its displayed columns, and considerable mechanical ability backing them. I should much enjoy having future copies to look over.

The *Leader*, that sprightly little "booster" of George H. Speck's, printed at Pemberville, Ohio, issued with a pink home-made cover along about the holidays. It goes without saying that the edition was all right. Brother Speck has been "pushing Pemberville" so persistently during the past decade or so, that all citizens have apparently caught the spirit of "push," so that even the postmaster there advertises in this Christmast special, and makes a bid for the people's patronage in his line of stamps and postal cards, etc.

The *Press*, of Lawrenceburg, Indiana, and the *Observer*, of Ollie, Iowa, were others to issue holiday editions something similar to that mentioned last above. Both are commended for their efforts to rise above the average by doing something different, and possibly a little better, than some others.

Being a newspaper man myself, I have not been able to fully escape the rush that pervades a print-shop along the holidays, and therefore I have found my time for writing this instalment of newspaper criticisms extremely limted. As may be imagined, therefore, I have not scored always where I saw a chance, nor praised always where praise was due, as I should have done under happier circumstances. And last, but not least, I have not been able to attend to more than half of the publications which were submitted for review this month (December-January) but am holding many in abeyance for future consideration, reviewing not only such papers as were accompanied by letters of introduction and explanation, and those which if neglected might become too unseasonable in character. Hence, let none who have sent in papers for review despair; the criticism of their contributions will most probably appear in my next month's insalment.

Great Sacrifice Sale
Sale Commences SATURDAY Dec. 5th
Of Seasonable Dry Goods, Shoes, Notions, Groceries, Etc., Etc.
Sale Closes SATURDAY Dec. 26
In order to make a little change in our business we will offer some special inducements to the trade for the next twenty days. All goods are bran new, and of the best quality. No old shelf-worn or shoddy goods in this mammoth sale.
DRY GOODS
Groceries
SHOES
Blankets
Yarns
Farmers Cash Store
PAWNEE CITY, NEBRASKA
Ladies' Waists
Handkerchiefs
What we Have
What we haven't
Corsets
Ladies' Petticoats
M. Seff

No. 1

Forced Out By the Great Kansas City Flood
Grand Opening
$10,000 Stock of Clothing, Furnishing Goods and Shoes That Will be Sold at Less than Cost of the Raw Material
Sale Will Positively Begin Saturday, June 27, 9 a. m.
2 Doors West of Farmers Natl Bank Pawnee City, Neb.
M. Seff

No. 2

No. 3

What You Want
We are striving all the time to carry in stock just such goods as will supply your wants. In quality which must be good, in style which must be late, and in price which must be right. You know what you want. We can just help you out by showing the goods and in structing you as to quality. It is our business to guide you right. We feel that we never before had so many things that would satisfy the gift giver. The receiver knows when the gift comes from our store that the quality can not be questioned
Moore's Non Leakable Fountain Pen
Brighten Their Lives.
Fancy Umbrellas.
Watches
New Bracelets
F. C. Calhoun
JEWELER AND OPTICIAN
Where the Quality Is Always Right
Pawnee City, Nebr.

No. 4

No. 5

No. 6

Exhibits by L. O. Green and L. E. Ovenden, Pawnee City, Neb. (See page 134, Feb. issue)

DON'T BUY
Cheap Shoes
"Cheap" shoes are never really cheap—the price may be low but the quality is usually lower. We sell shoes at as low a price as good quality goes—but no lower. We know our shoes are honest shoes—all solid leather and carefully made—the kind that fit your feet comfortably and give good service. We promise satisfaction.
Good Shoe News
Here's good news for every man who wears shoes and wants them good. We have just received a new lot of the famous "Williams Shoes" made at Winona, Minn., the best work shoes a man ever set his foot in. They stand for the highest in shoe values.
Williams No 343 Seamless Calf Bals $2.50
Williams No 317 Kang. Calf Creedmoor 2.50
Williams No 336 Vici, wide plain toe Oxfords 3.00
Williams No. 329 Kang. Calf Blucher..... 3.00
Dress Shoes
We sell Peters Shoe Co's line of dress shoes because they are of well known quality—a brand you can recognize and a name you will remember with appreciation. We guarantee correct styles and good service.
Mens' "Par Excellence" Pat. Colt Blucher $4.50
" " " Vici Blucher..... 4.50
" "Diamond Special" Velour Calf Blu 3.75
" "18 Carat" Pat. Colt Blucher 3.50
" " Gun Metal Blucher 3.50
" "Mercantile" Velour Calf Blucher.. 3.50
" "18 Carat" Vici Blucher 3.00
Ladies' " Par Excellence" Pat. Colt Blucher 3.50
" "Diamond Special" Vici Blu welts 3.50
" "Black Diamond" Vici Blucher .. 2.50
" " Box Calf Blucher 2.00
See our line of Boys' and Children's school shoes
Bring us your butter, eggs, poultry and cream
Underwear Bargains
We are going to make some "Clean up" prices on our stock of heavy underwear and the shrewd shopper will get first choice. We positively will not carry a single garment over to next season if prices will move them.
Mens' heavy fleeced underwear, regular value 65c—special price for ten days.....50c
Mens' heavy ribbed wool underwear, regular value $1.25—special price for ten days 89c
Mens' "Wright's Health" underwear, regular value $1—special price for ten days 85c
Mens' heavy ribbed underwear, special ..50c
Ladies' heavy fleeced underwear, worth 50c special price for ten days..... 43c
Ladies' heavy fleeced union suits, worth regular 65c—special price for ten days 50c
Ladies' fine wool vests or pants, regular price $1—special price for ten days..... 85c
Bargains in Children's underwear for ten days
TURN ON THE HOSE—Ladies have found "Iron Clad" stockings a truly wonderful combination of comfort, style and durability Call for "Iron-Clad" hose
NOW ABOUT THAT CAP YO NEED? Right here you can get a good warm one Prices—of course they're right.
SAVE MONEY ON WHAT YOU EAT. Grocery bargains and the satisfaction of knowing you are getting the best quality
H. J. Nicholson
Virginia, - Nebraska

No. 7

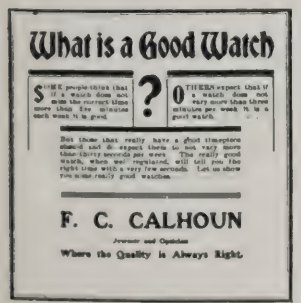
PRE-INVENTORY SALE
BEGINNING
MONDAY, JAN. 4th
SKINNER'S DEPT STORE
A SAVING ON EVERY PURCHASE
ENDING
SAT. EVE, JAN. 16th
SKINNER'S DEPT STORE
WE propose to make this the Greatest Clearance Sale in This Store's History
THIS Sale is for the purpose of closing out all remnants, broken lines of merchandise, odds and ends, and reduce the stock in general before taking our annual invoice. Sweeping reductions will prevail all throughout big stock. Everything will be Red Tagged, giving regular price and the Pre Inventory Sale price. Our method of closing out all seasonable goods at the end of each season is a guarantee to our customers that everything offered is up-to date merchandise bought for the winter of 1908-9. You will find the very latest styles obtainable in every department, prices below the cost to the manufacturer. We can only quote you here a few of the many exceptional bargains. You must come and see for yourself, the best stock to select from in Brookings County
Winter Cloaks, Suits and Skirts
Men's-Boy's Clothes
Munsing Underwear
Furs Furs Furs
Fine Line of Dress Goods
Blankets and Quilts
Ladie's Wrappers and Underskirts
Caps and Mittens
Knit Top Petticoats
C. A. SKINNER'S
DEPARTMENT STORE

No. 11

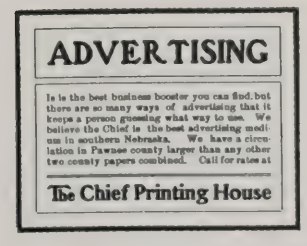
Exhibit submitted by A. G. Kennard. (See page 134 Feb. issue)

You Cannot Afford to Miss Seeing Our
Gift Goods
CHINA
We have sold quite a quantity of china, but still have a good selection left. Fancy Table Pieces, Sugar and Creamers, Spoon Trays, Celery Trays, Salad Bowls, Cups and Saucers. All kinds of plates as well as other fancy pieces.
TOILET ARTICLES
We have everything in fancy toilet pieces including Glove and Handkerchief Boxes, Collar and Cuff Boxes and Bags, Manicure Sets, etc.
BOXES and BASKETS
Don't fail to see our boxes of various kinds and baskets in variety of shapes
YOU ARE WELCOME AT THIS STORE
WE Cannot tell you so you can appreciate their beauty and rich appearance. Our goods have quality, and we have nothing cheap or useless. Everything is of good substantial value, and we will be glad to have you call whether you buy or not. All kinds of decorations for Christmas trees
GEO. S. FLORY
Practical Prescription Druggist
BOOKS and BIBLES
A great line of books from which you may select the best obtainable. Good books for boys and girls at attractive prices. An bound books richly decorated and bound. Large Line of Bibles—both large and small. Ask to see our large print, India paper, Morocco bound Bible.
BRUSHES
All kinds of brushes, single or in sets. Shaving Sets of every description. Bonnet and Hat Brushes, plain, fancy
FOUNTAIN PENS
Are always desirable and we sell the good kind, "Parkes Lucky Curve". Every pen guaranteed against accident
YOU ARE WELCOME AT THIS STORE

No. 8


What is a Good Watch
SOME people claim that if a watch does not gain the correct time more than five minutes each week it is good.
?
OTHERS expect that if a watch does not vary more than three minutes per week it is a good watch.
But those that really have a good timepiece should not expect them to not vary more than thirty seconds per week. The really good watch, when well regulated, will tell you the right time with a very few seconds. Let us show you some really good watches.
F. C. CALHOUN
Jeweler and Optician
Where the Quality is Always Right

No. 9


ADVERTISING
Is is the best business booster you can find, but there are so many ways of advertising that it keeps a person guessing what way to use. We believe the Chief is the best advertising medium in southern Nebraska. We have a circulation in Pawnee county largew than any other two county papers combined. Call for rates at
The Chief Printing House

No. 10

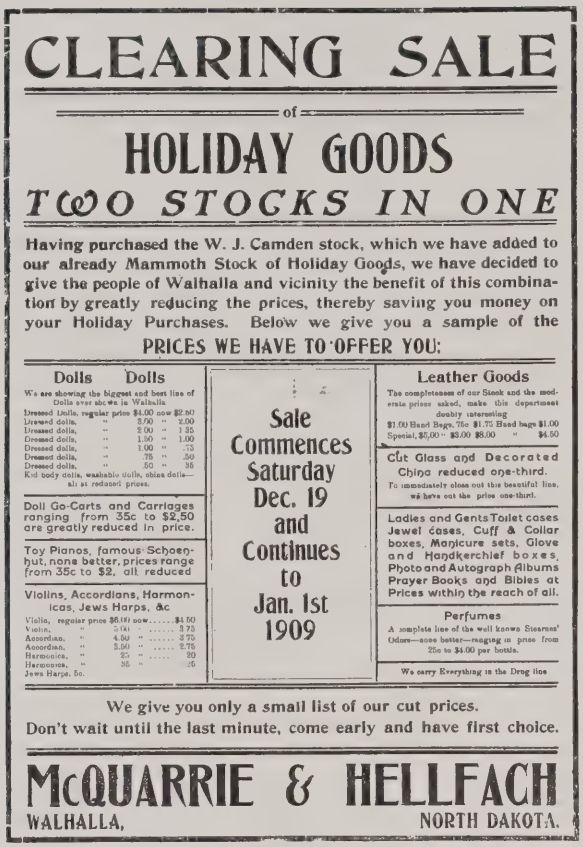
Exhibits by L. O. Green and L. E. Ovenden. (See page 134 Feb. issue)

An Acceptable and Useful Christmas Gift, For Any Person In Any Country, Is

COLORADO TRANSCRIPT
COUNTY SOLONS' MONTHLY SESSION
WILL BE ONE OF COUNTRY'S MOST SCENIC RAILWAYS
WIRING ORDINANCE AGAIN LAID OVER
HIGHLY IMPORTANT ELECTION TO BE HELD NEXT WEEK
MAY BUILD MILLION DOLLAR CEMENT PLANT IN GOLDEN

No. 12

Exhibit submitted by Geo. E Kimball. (See page 135 Feb. issue)



CLEARING SALE

of

HOLIDAY GOODS

TWO STOCKS IN ONE

Having purchased the W. J. Camden stock, which we have added to our already Mammoth Stock of Holiday Goods, we have decided to give the people of Walhalla and vicinity the benefit of this combination by greatly reducing the prices, thereby saving you money on your Holiday Purchases. Below we give you a sample of the PRICES WE HAVE TO OFFER YOU:

Dolls

We are showing the biggest and best line of Dolls ever shown in Walhalla

Dressed Dolls, regular price $4.00 now $2.50
Dressed dolls, " 3.00 " 2.00
Dressed dolls, " 2.00 " 1.35
Dressed dolls, " 1.50 " 1.00
Dressed dolls, " 1.00 " .75
Dressed dolls, " .75 " .50
Dressed dolls, " .50 " .35
Kid body dolls, washable dolls, china dolls—all at reduced prices.

Doll Go-Carts and Carriages ranging from 35c to $2.50 are greatly reduced in price.

Toy Pianos, famous Schoenhut, none better, prices range from 35c to $2, all reduced

Violins, Accordians, Harmonicas, Jews Harps, &c

Violin, regular price $6.00 now..... $4.50
Violin, " 5.00 " 3.75
Accordian, " 4.50 " 3.75
Accordian, " 3.50 " 2.75
Harmonica, " 25 " 20
Harmonica, " 35 " 25
Jews Harps, 5c.

Sale Commences Saturday Dec. 19 and Continues to Jan. 1st 1909

Leather Goods

The completeness of our Stock and the moderate prices asked, make this department doubly interesting

$1.00 Hand Bags, 75c $1.75 Hand bags $1.00
Special, $5.00 - $3.00 $8.00 " $4.50

Cut Glass and Decorated China reduced one-third.

To immediately close out this beautiful line, we have cut the price one-third.

Ladies and Gents Toilet cases Jewel cases, Cuff & Collar boxes, Manicure sets, Glove and Handkerchief boxes, Photo and Autograph Albums Prayer Books and Bibles at Prices within the reach of all.

Perfumes

A complete line of the well known Stearns' Odors—none better—ranging in price from 25c to $4.00 per bottle.

We carry Everything in the Drug line

We give you only a small list of our cut prices.
Don't wait until the last minute, come early and have first choice.

McQUARRIE & HELLFACH

WALHALLA, NORTH DAKOTA.

No. 13

Exhibit submitted by W. R. Lee. (See page 135 Feb. issue)

This Sale Will be the Wind-up Sale of 1908, and will be the Wonder of the Ages.

Everybody Likes A BARGAIN!

12 DAYS of the Biggest Bargains that Money will buy.

OUR STORE WILL BE BRIM FULL OF THE MOST WONDERFUL BARGAINS IN THE ENTIRE HISTORY OF THE BIG STORE OF MILLER BROS. & COMPANY

We cannot sell for profit. Will sell for Cash.

Great Christmas Sale!

Don't stay away from this Big Cash Saving Sale because you owe the Big Store If you buy more on this sale you'll have more left to pay your account.

WE ARE NOT SELLING THIS WAY BECAUSE WE WANT TO, BUT BECAUSE

WE HAVE GOT TO HAVE THE CASH!

NOTE THE BIG REDUCTIONS ON EVERYTHING IN THE BIG STORE

Buy Your Christmas Presents From Us and You Get them Cheap. Here's Some Useful Suggestions

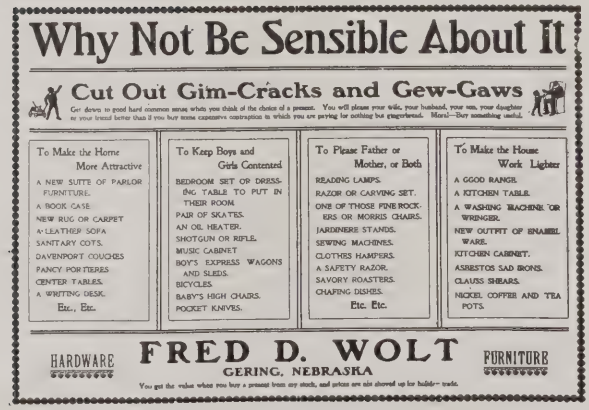
For Men	For the Baby	For the Boy	For Girls	For the Ladies
Nice Hand Kerchiefs, Neat Ties, Nice Line of Suspenders, Best Collars, Nice Neck Ties, Nice Assortment of Fancy Silk Hose, Nice Line of Fancy Garters, Nice Line of Fancy Slippers, Nice and very useful	Silk Sacques, Fancy Leggings, Bear Skin Coats, Bear Skin Caps, Silk Hose, Teddy Bears, Teddy Monkies, New Dresses, Shoes, Rockers, Clothing, Stark's Clothing	New Hats, Caps, Nice Fur Sets, Nice Sweaters, Nice Suits, New Suits, Nice Neckwear, Silk Handkerchiefs, Mufflers	New Sweaters, Nice Gloves, Fancy Combs, Nice Garters, Fancy Shawls, Hair Puffs, Back Combs, Silk Hose, Fur Caps, Fur Gloves	Nice New Art Square, Assonister Rugs, New Swell Furs, Automobile Scarfs, Kid Gloves, Silk Hose, Fancy Battenburg Work, Soft Down or Skirt, New Swell Suit, New Swell Cloaks

All the Above Useful Christmas Gifts Will be Sold Cheap for Cash. And will Also Sell All Men's Clothes, Boys' Clothes, Overcoats and Odd Pants Cheaper than Ever For Cash.

MILLER BROS. & CO.

No. 15

Exhibit submitted by H. W. Shepard. (See page 138 Feb. issue)



Why Not Be Sensible About It

Cut Out Gim-Cracks and Gew-Gaws

Get down to good hard common sense when you think of the choice of a present. You will please your wife, your husband, your son, your daughter or your friend better than if you buy some expensive contraption to which you are paying for nothing but ungarnished. Mind—Buy something useful.

To Make the Home More Attractive
A NEW SUITE OF PARLOR FURNITURE.
A BOOK CASE.
NEW RUG OR CARPET
A LEATHER SOFA
SANITARY COTS.
DAVENPORT COUCHES
FANCY PORTIERES
CENTER TABLES.
A WRITING DESK.
Etc., Etc.

To Keep Boys and Girls Contented
BEDROOM SET OR DRESSING TABLE TO PUT IN THEIR ROOM.
PAIR OF SKATES.
AN OIL HEATER.
SHOTGUN OR RIFLE.
MUSIC CABINET
BOY'S EXPRESS WAGONS AND SLEDS.
BICYCLES.
BABY'S HIGH CHAIRS.
POCKET KNIVES.

To Please Father or Mother, or Both
READING LAMPS.
RAZOR OR CARVING SET.
ONE OF THOSE PINE ROCKERS OR MORRIS CHAIRS.
JARDINIERE STANDS.
SEWING MACHINES.
CLOTHES HAMPERS.
A SAFETY RAZOR.
SAVORY ROASTERS.
CHAFING DISHES.
Etc. Etc.

To Make the House Work Lighter
A GOOD RANGE.
A KITCHEN TABLE.
A WASHING MACHINE OR WRINGER.
NEW OUTFIT OF ENAMEL WARE.
KITCHEN CABINET.
ASBESTOS SAD IRONS.
CLAUSS SHEARS.
NICKEL COFFEE AND TEA POTS.

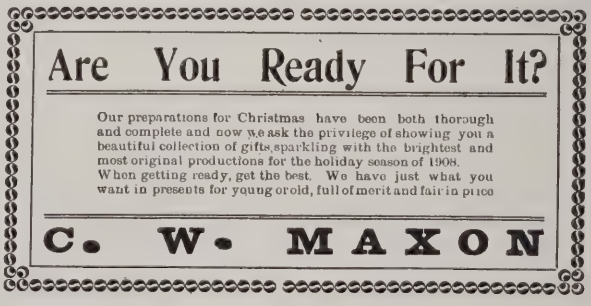
HARDWARE FRED D. WOLT FURNITURE

GERING, NEBRASKA

You get the value when you buy a present from my stock, and prices are also showed up for holiday trade.

No. 14

Exhibit submitted by A. B. Wood. (See page 135 Feb. issue)



Are You Ready For It?

Our preparations for Christmas have been both thorough and complete and now we ask the privilege of showing you a beautiful collection of gifts, sparkling with the brightest and most original productions for the holiday season of 1908. When getting ready, get the best. We have just what you want in presents for young or old, full of merit and fair in price

C. W. MAXON

No. 16

Ad from the *Farina News*. (See page 138 Feb. issue)

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

NEWS—FIFTY WORDS GENERAL NEWS WIRED evening papers daily. $4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington, St., Chicago.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

PRACTICAL PRINTER, GOOD APPEARANCE AND pleasing address, desires position of business manager and news editor of influential daily in city of Middle or Southern States. Have had years' experience as publisher, editor and business manager, and can produce results. No drone. No cheap man. Can estimate on job printing. Middle-aged and married. Give all facts in first letter. References. Address X, care NATIONAL PRINTER-JOURNALIST.

HELP WANTED.

The American Type Founders Company want experienced type and machinery traveling salesmen at their Chicago, Kansas City and Philadelphia Houses. Address as above.

ENGGRAVING METHODS.

ANYBODY CAN MAKE CUTS WITH MY SIMPLE Transferring and Etching Process; nice cuts from prints, drawings, etc., are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs, any drug store, 75 cents. Circulars and specimens for stamp. My Simplex Mailer only $2.50. THOMAS M. DAY, Box P, Windfall, Ind.

FINANCE AND BUSINESS MANAGER WANTED FOR a large specialty publishing business, in Ohio; well established and profitable; a good chance for proper party; must be able to furnish cash for portion of working capital. Address, A. B., care of this Journal.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

$9,000.00 INCOME IN 1908 FROM PACIFIC COAST ASSOCIATED PRESS DAILY.

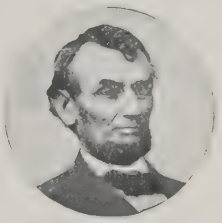
Owner's efforts were nominal. Adequately equipped and strongly established. A good buy at $2,800.00; $1,400.00 cash, balance deferred. Proposition No. 446.

C. M. PALMER, Newspaper Broker
277 Broadway, New York

BIG CLEARANCE PRESS SALE

8 ELEGANT Cylinder News and Book Presses.
6 IDEAL and WASHINGTON Presses.
Sizes of presses. 6 fol. to 6 quto.
5 New 2 h. p. Gasoline Engines.
GREAT Cash Bargains—All guaranteed.
☞Speak quick and get choice.

KING & WALKER CO.
Madison, Wisconsin



Lincoln's Springfield

There he lived and there his body lies entombed. Besides the interest which attaches to a visit to the grave, the Illinois State Capital contains Lincoln's old home and many other places of deep interest to visitors. If your ticket reads over the

Chicago & Alton Railroad

between Chicago and St. Louis, stop-over at Springfield can be arranged without additional charge. The time-tables are arranged so that passengers can spend a few hours in sight-seeing en route between Chicago, St. Louis and Kansas City. Take advantage of the above suggestion offered exclusively by **"The Only Way"**

Send for circular of information.

GEO. J. CHARLTON,
General Passenger Agent, Chicago.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

THROUGH TRAINS

TO THE

ALASKA-YUKON-PACIFIC EXPOSITION

SEATTLE, MAY 25 to SEPTEMBER 30, 1909

Before the Exposition opens the **BURLINGTON ROUTE** will inaugurate a service, never before attempted by any line, of electric lighted, limited trains running through, solid, from **Chicago to Seattle via St. Paul** and from **Kansas City to Seattle via Billings.**

BURLINGTON ROUTE TRAINS have all the features which go to make up perfect service—**electric light, modern equipment,** including OBSERVATION LIBRARY CARS, DINING CARS, serving meals on the popular pay-only-for-what-you-order plan. Let me quote rates, please, for any contemplated western trips.

Burlington Route

P. S. EUSTIS
Passenger Traffic Manager,
Chicago

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

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SEND FOR SAMPLES.
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Good Envelopes and Where they are made
BOURKE-RICE ENVELOPE COMPANY.
MANUFACTURERS AND PRINTERS
ENVELOPES AND PAPER GOODS
66-74 SHERMAN ST.
CHICAGO

AMERICAN EMBOSSING CO., BUFFALO, N. Y.
Trade Work, Die and Copper, Engravers for concerns who do their own printing
GOOD WORK AND PROMPT SERVICE

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

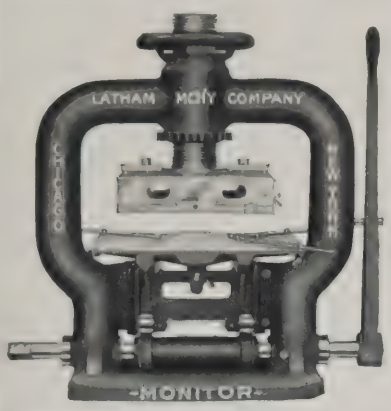
Ink Reducer and Dryer
INKOLEUM
THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Latham's New Improved Monitor Bench Embosser

New and novel features that the bookbinder can not afford to overlook.

Circulars describing the many new and distinct features and improvements embraced in this Embosser sent upon application.



DIMENSIONS.

Gas Head, 13 x 13 inches.

Bed Platen, 18 inches wide, 15 inches deep.

Extreme distance between upper and lower head 5 inches.

Stroke, 1¼ inches.

Space between uprights, 20 inches.

Height, 38 inches.

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LATHAM MACHINERY CO.

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The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

CAMPSIE'S

VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00

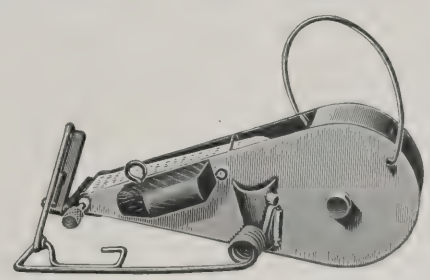
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST

Station X **CHICAGO, ILL.**

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25 00

Write me for particulars.

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DOUBLE YOUR SUBSCRIPTIONS

and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads and trial subscriptions Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wan ed.

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★ **GLOSSOID BRANDS** ★
OF POLISHED ZINC AND COPPER PLATES
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Okie's 40c. Cut Black

You have no doubt heard of the superiority of Okie Inks, used by all the leading printers of the world.

We carry three grades of this ink always in stock, which enables us to meet the most exacting demands.

We manufacture every ink used in the art. This page is a specimen and speaks for itself.

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KENTON PLACE PHILADELPHIA, PA., U. S. A.

Made in America

UNEQUALLED AT THE PRICE

Star English Finish Book Paper

PAPER

WRITE FOR OUR
STAR ENGLISH FINISH
EXHIBIT

MAILED FREE
ON APPLICATION

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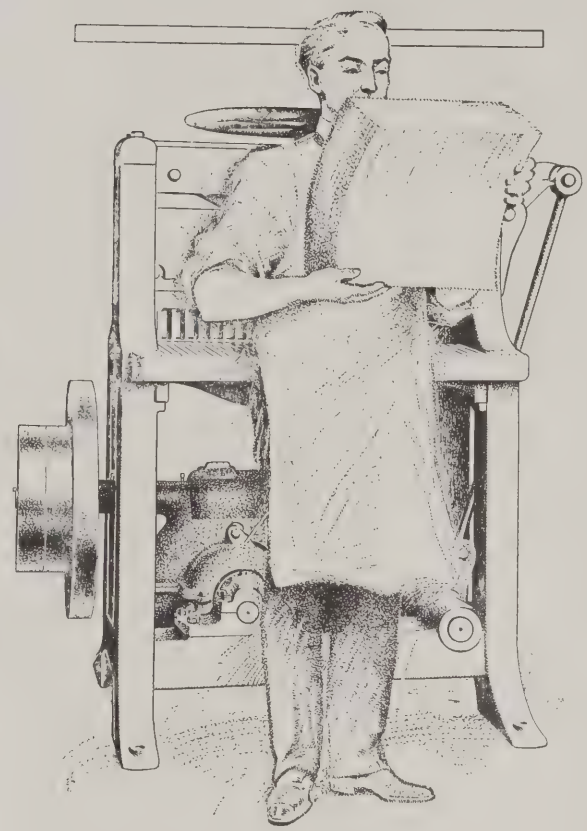
POWER CUTTERS



"STRAIGHT AS A DIE!"

NOTE that this new power cutter is simple in construction. All parts are strong and properly placed. It makes a compact, though very powerful machine. The power mechanism is attached where it is out of the operator's way, and is enclosed in a dirt-proof metal case. The purchaser obtains the latest improvement in power cutters; patent issued July 14, 1908.

The metal is so distributed as to withstand strain of heaviest cut without springing. In fact, this is designed as a general utility cutter for the job printer. The speed is twenty cuts per minute and the cut is "straight as a die"—no frayed edges to spoil the appearance of the job.

We have profited by the marked success of our lever paper cutter and designed our new POWER CUTTER along the same lines. It is very simple in construction, having no extra parts, and all parts as nearly interchangeable as can be made. Every cutter is built as perfectly as experience and special machinery can accomplish, and thoroughly tested before it leaves the factory.

A deep throat and ample table permit the printer to cut thick "jogs" of large-sized sheets. We claim there is less danger in operating than with any other power cutter, as the controller knob must be pulled forward and then given a quarter turn before clutch engages with gear and knife descends. It never repeats, as the mechanism is so arranged that knife cannot fall, thereby preventing possibility of accident.

THE CHANDLER & PRICE CO.,
Cleveland, Ohio

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

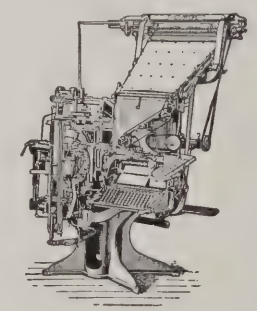
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
500 NORTH TWELFTH ST., - PHILADELPHIA, PA.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.

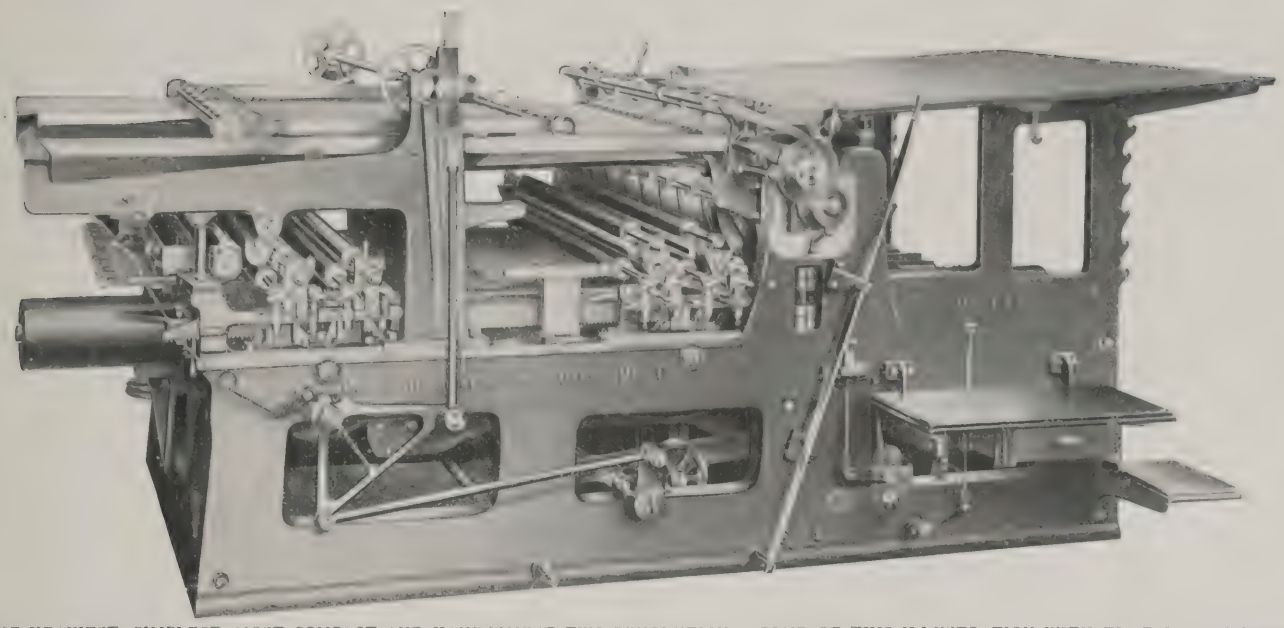


We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents London. Miller & Richard, Canadian Agents, Toronto Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

If your work is heavy and hard, and must be done quickly, the Optimus will give you better service than any other can.

Because you are having trouble with such work, do not imagine that it is necessary, or that you must suffer it continually.

An Optimus will replace weakness with strength. There is no uncertainty about this. It is sure. There is not a man using an Optimus that will not corroborate it. Any Optimus will demonstrate it. The cylinder does not go up when overlays go on. That's one test of rigidity, and makes fast make-ready. The Optimus will not gutter. That's another, and saves forms. Judged by these two familiar tests the Optimus has no equal in the most vital quality in a printing press. The best work is impossible without this supreme strength.

The things that make the Optimus best for heavy and hard work are the things that fit it most perfectly for the light and easy. Unequaled strength, splendid distribution, high speed, superb construction, give superior efficiency, and insure endurance. On any sort of work it will be a good press when others with like service are practically useless. Old Optimus presses prove this; and every Optimus ever made not destroyed by fire is still in use.

The Babcock Optimus

IN AUTHORS HANDS

HALF-TONE-ENGRAVERS
ZINC-ETCHERS
DESIGNERS
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The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

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ENGRAVING CO.
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Some Newspapers Set
On The Junior Linotype
McPHERSON WEEKLY REPUBLICAN.
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THE TODD COUNTY ARGUS.
NEW PARIS MIRROR.
THE DAILY DEMOCRAT.
The New Jersey Standard.
ST. PETER HERALD.
THE LEWISBURG JOURNAL.
THE DURAND EXPRESS.
THE TIMES-REPUBLICAN.
THE BLADE.
The Merry War
The Malone Farmer.
The Greenville Advocate
THE LA RUE COUNTY HERALD
The Bryan Press.
Redwood City Democrat.
THE ORANGE AND BLUE.
The Wellsburg Daily Herald.
For Sheriff
Millimantic Journal.
Adams County Independent.
The Ripon Semi-Weekly Press.
The Watseka Republican.
THE MORROW COUNTY INDEPENDENT.
THE LAKE SHORE NEWS.
The Lancaster Intelligencer.
IF
EXPERIENCE
is to be the Lamp by which
your feet are guided
write to the Publishers
of these
NEWSPAPERS
They are all
Experienced
JUNIOR USERS
Also send for our display sheet showing where 252 Junior Linotypes are in use.
$1500 BUYS ONE
Easy Terms
Mergenthaler Linotype Co.
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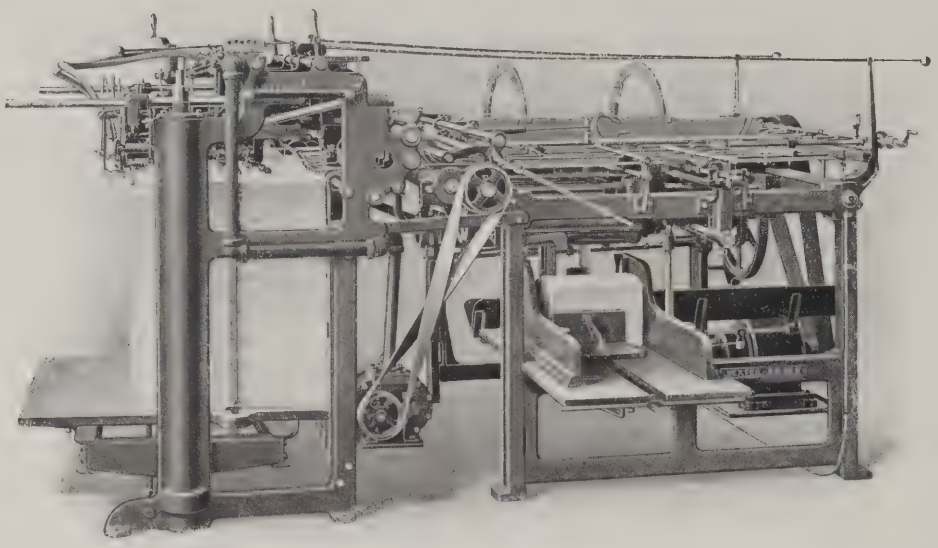
An Outfit of Dexters Combined



THE No. 91 DEXTER JOBBING BOOK AND PAMPHLET FOLDER
WITH DEXTER AUTOMATIC FEEDER ATTACHED

THE DEXTER FOLDER COMPANY, - PEARL RIVER, N. Y.

Manufacturers of Folders, Feeders and Paper Cutters

BRANCH OFFICES: CHICAGO, NEW YORK, BOSTON, PHILADELPHIA, SAN FRANCISCO

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Mr. Newspaper Printerman:

WHO IS WESEL?

F. Wesel Manufacturing Co. operates the most extensive **Printing Materials** factory in the world. It makes every machine and appliance used in **Stereotyping, Photo-Engraving, Electrotyping and Linotyping** (except Linotype machine.) It leads in all these lines, and has equipped the finest newspaper plants in America and some abroad. **You are not doing justice to yourself if you do not consult Wesel before buying.**

Main Office and Factories: 70-80 Cranberry St., Brooklyn,
New York: 10 Spruce St. *Chicago: 329 Dearborn St.*

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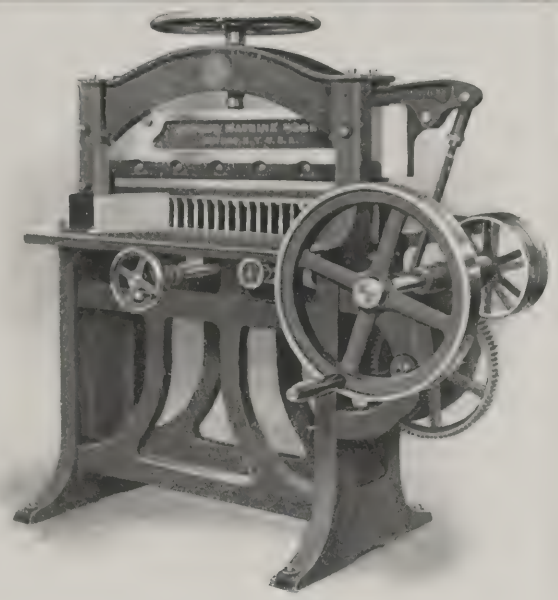
BROWN & CARVER and OSWEGO & ONTARIO Cutters

are celebrated for their accuracy, speed, easy handling and economy of power and floor space and simplicity of operation.

There are NINETY sizes and styles, from the 16" OSWEGO Bench Cutter to the 84" BROWN & CARVER Automatic Clamp—Semi-Auto—Hand Clamp—Small Power Hand Drive—Lever—Bench and Die Cutting Presses. One of these NINETY machines has features exexactly adapted to your special needs. All of these NINETY OSWEGO Cutters are usually in finished stock ready.



ONE OF THE NINETY
With hand-drive attachment. Economical and accurate
Two sizes, 30 and 32 inches.

The only factory making cutting machines exclusively for the Lithographic, Paper, Printing, Box, Board, Book, Cloth, Tin Foil and Leather, etc., Trades, and the only one making a complete line of cutting machines.

OSWEGO MACHINE WORKS
NIEL GRAY, JR., Proprietor
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NEW YORK BRANCH: 150 Nassau Street
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Low Fares to Seattle

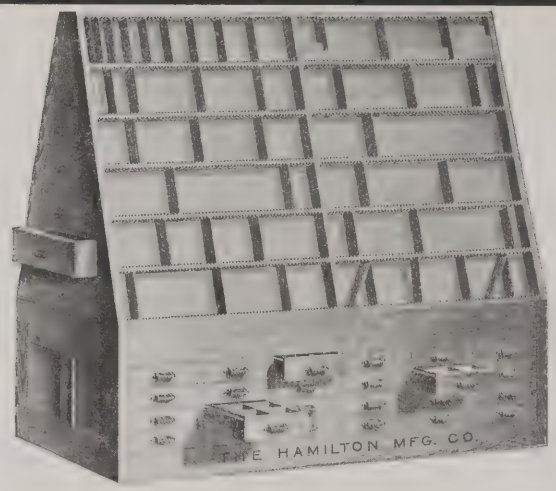
Sixty-two dollars ($62) will be the round trip fare from Chicago to Seattle for the N. E. A. Convention and for the Alaska-Yukon-Pacific Exposition via the

Chicago
Milwaukee & St. Paul
Railway

The same low fare will also be offered for the round trip from Chicago to Tacoma, Portland, Victoria or Vancouver.

Tickets will be on sale daily from May 25 to September 30, inclusive. Tickets will be good to return until October 31, 1909. *Descriptive folder free.*

F. A. MILLER
General Passenger Agent
Chicago



No. 1 Pyramid Lead and Slug Bank

Dimensions, Weights and capacity—No. 1 Pyramid Lead and Slug Bank. Height, without base, 48 inches. Base, 18 inches. Total height, bank and base, 66 inches. Occupies floor space 25½x72 inches. Depth of Lead and Slug Bank, 1½ inches inside. Capacity, leads and slugs, on bank, 3,000 pounds. Capacity, leads and slugs, in drawers, 3,500 pounds. Capacity, Sort Drawer Base, 1,500 pounds. Weight of No. 1 Lead and Slug Bank, crated, 400 pounds. Weight of Sort Drawer Base for No. 1, crated, 300 pounds.

List Price No. 1—Lead and Slug Bank . . . $90.00
" No. 1—Sort Drawer Base 52.00
" No. 2—Lead and Slug Bank . . . 53.00
" No. 2—Sort Drawer Base 30.00

NOTE—The No. 2 is just half the size of the No. 1 illustrated and described above. Double-faced, with six sections in Lead and Slug Bank on each side, and with five drawers on the end running through and pulling from either end. Also with Sort Drawer Base containing 12 drawers in three tiers, running through and pulling from either side. Capacity in pounds one-half the amounts given for the No. 1.

HAMILTON FURNITURE

HAS a quarter century of the Company's own experience back of it, and we have inherited the experience of all the old-time concerns who have made composing-room furniture and wood type since the early days of printing in America. That is why the Hamilton Product is *unique* and stands *alone* in its field. Others may quote you on imitation Hamilton Goods, but they cannot imitate the Hamilton Quality. That quality is like the rock of Gibraltar—for twenty-five years it has been assailed, but it stands firmer to-day than ever before.

PYRAMID LEAD AND SLUG BANK

The most practical Lead and Slug Bank ever devised. It has a double-faced sloping top, divided into sections, each section adjustable, so as to accommodate any desired lengths. There is also provided a series of drawers, between the sloping banks, for the storage of surplus stock of leads and slugs. The working bank can be replenished from this stock as the occasion requires.

The Sort Drawer Base serves to raise the Lead and Slug Bank to a convenient working height.

This Bank and Base are most substantially constructed of hardwood throughout, so as to carry safely the immense load of metal, approximately 8,000 pounds, which it is designed to carry. All space inside and outside is utilized to the very best advantage.

The space-saving qualities of this piece of furniture will be appreciated when it is considered that the floor space occupied is only a little more than 12 square feet.

EQUIPMENT

Lead and Slug Bank. In the No. 1 Bank there are twelve sections on each side, providing a total of 75 square feet of lead and slug surface, when the metal is stacked double depth, each section supplied with a number of adjustable partitions, which can be so placed as to accommodate any length of leads and slugs. In the ends, between the sloping banks, is a series of ten storage drawers, five in each end, all 27 inches long, 4¼ inches deep, inside measure, and of varying widths, 3⅞, 6½, 9, 11¾ and 14½ inches respectively. 3,500 pounds of leads and slugs can be stored in these ten drawers.

Sort Drawer Base. This base contains a total of 24 sort drawers, each divided into ten compartments; size of each compartment, 4⅝x4x2½ inches inside. These drawers run through the bank and can be pulled from either side.

WOOD TYPE

EVERY LETTER in every font of wood type that bears the Hamilton stamp, which you will find on the Capital As, is guaranteed to be true to height. No underlaying of wood type lines when set in Hamilton type. This guarantee is made absolutely without reservation. What printer would not prefer such wood type to the kind that varies the thickness of a cardboard? The product of the press is increased from 10 to 25 per cent.

Send for Wood Type Catalog

THE HAMILTON MFG. CO.

Main Office and Factories, - - TWO RIVERS, WIS
Eastern Office and Warehouse, - - RAHWAY, N. J.

Send for New Supplement and a copy of "Composing Room Economy," showing floor plans in 32 modernized printing plants. A valuable Line Gauge, graduated to picas and nonpareils, mailed free to every inquiring printer.

All Prominent Dealers Sell Hamilton Goods

"PERFECTION" WIRE STITCHING MACHINES

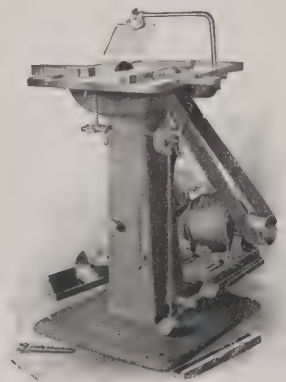
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



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Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

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R. R. B. PAD. GLUE

gives satisfaction—it never gets stringy—nor lumpy—it spreads freely and smoothly.

It makes the best pads because it is made of the best materials. Why don't YOU use it?

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OF

HIGH GRADE PRINTING INKS

THE QUEEN CITY PRINTING INK CO.

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Makers of High-Grade

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KICK OUT THE JUST

AS GOOD KIND

BUY THE KIND YOU HAVE BEEN SHOWN

THE TRADE HAS BEEN **SHOWN** HUNDREDS OF SHADES

OF Queen City Ink

WHICH HAVE **TRADE SECURING QUALITIES**

QUEEN CITY INKS ARE MADE
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WE ARE PROUD OF THEIR QUALITIES

THE QUEEN CITY PRINTING INK CO.

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GLOBE ENGRAVING & ELECTROTYPE COMPANY

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IF YOU are a buyer of Engravings you should have our **New Scale of Prices,** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

Your business could be increased if you had the

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If you doubt this, we will on request send you copies of letters from printers who have by means of Litho Roman made customers of many firms they had previously been unable to land.

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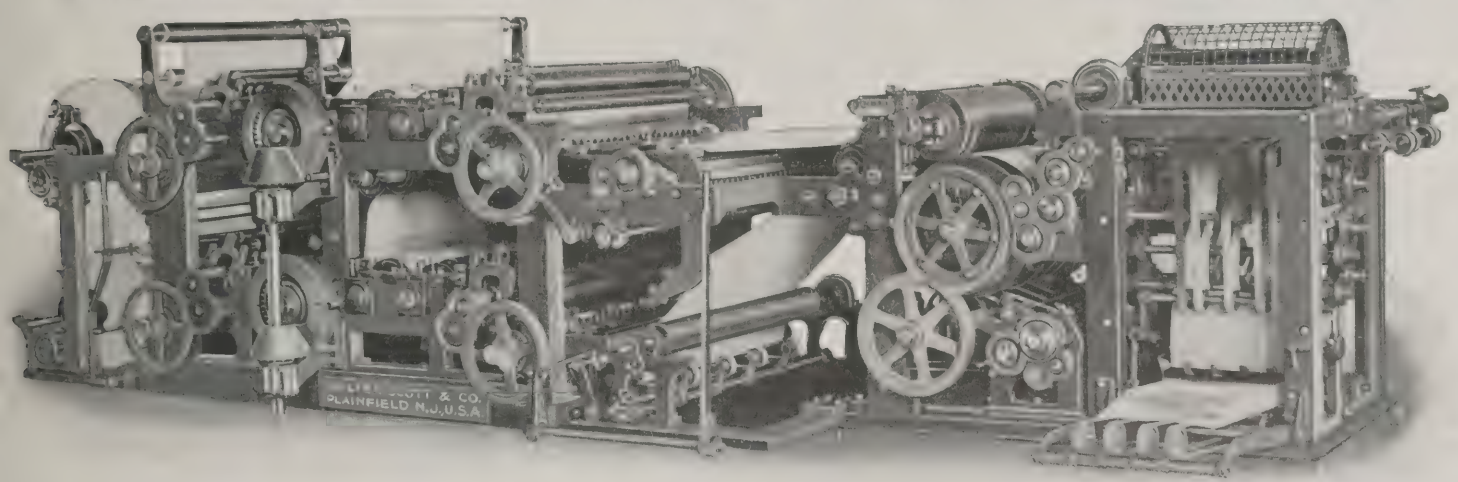
Half of Stereotyping Saved!

Enormous Speed Obtained!

We want every Publisher to know all about the

Single-Plate **SCOTT** Double-Speed

ROTARY NEWSPAPER PRINTING, INSETTING AND FOLDING MACHINE



CAPACITY 4, 6, 8, 10, 12 & 16 PAGES at **24,000** per hour. from **ONE-HALF** the usual number of plates and from two two-page-wide rolls of paper, without in any way increasing surface speed of webs or inking rollers.

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These presses have all the valuable exclusive **SCOTT FEATURES** and have every convenience obtainable on any newspaper press. They are in a class by themselves and no other machines built can be compared with them.

TELL US YOUR REQUIREMENTS WE HAVE THE PRESS

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MAIN OFFICE AND FACTORY **Plainfield, N. J., U. S. A.**

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41 Park Row

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Monadnock Block

Single Adjustment

What does it mean?

This, when referring to a Wire Stitching Machine: When it is necessary to readjust the machine, to properly stitch a different thickness of work, the readjustment is effected by *one* operation. With the Boston Wire Stitcher that is all that is necessary. Turning a hand wheel gauges the work, and *automatically adjusts all parts of the machine at the same time.* This cannot in truth be said of any other Wire Stitcher!

American Type Founders Company
Selling Agent Boston Wire Stitcher

Megill's Patent GAUGES For Platen Presses

Automatic Register Gauge

$4.80 each. Guaranteed.
Sets imperfectly fed sheets to perfect register.

Actual size

DOUBLE-GRIP GAUGE.

$1.25 set of 3.

Place two of these at the bottom and the "Automatic" at the side and you have the quickest, cheapest, most complete, all-around means of doing press-work, including fine color-work, yet devised.

Free Booklets

EDWARD L. MEGILL, Mfr.
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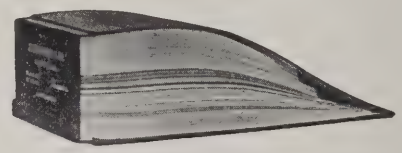

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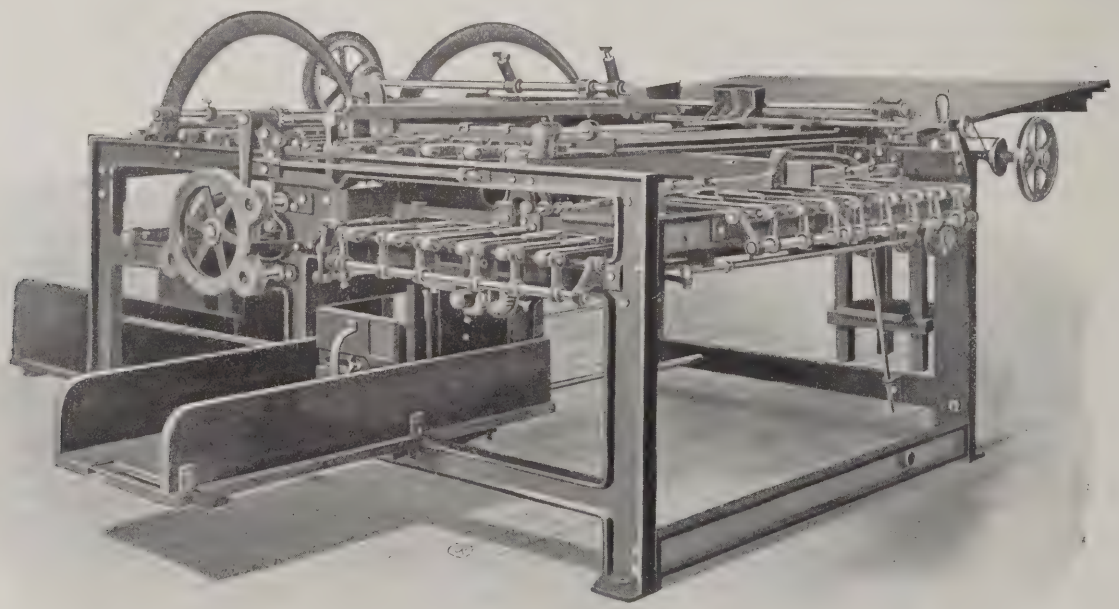
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

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UNIFORMLY EXCELLENT
ULLMAN'S INKS

DOUBLETONE INKS AND ULLMANINES

You need them in your business.
Of course you can get along without them.
Indeed, for many ages, the world
Got along (and quite nicely too)
Without steam, electricity, gun-powder
And even without printing.
But the question is
Ought you, should you, can you afford
To get along without
Doubletone Inks and Ullmanines
When their use means
Profit and prestige for you?

You may not know all about
These marvelous inks —
Ask us.

SIGMUND ULLMAN CO
NEW YORK
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THE ABOVE IS THE

NEW HOME OF
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Designed, Built
and Owned by us.
Modern Equipment:
Electric Light and
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DESIGNS
HALFTONES
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LEAD MOLD
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SPECIAL SERVICE TO
PRINTERS

WRITE FOR SAMPLES AND ESTIMATES

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WORKS:
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CHICAGO

JUERGENS BROS CO.

Announcement

On and after May 1st Juergens Bros. Co. will be located at 167 Adams St., Chicago occupying 2 entire floors.
With larger quarters and better equipment and the installation of all modern improvements and machinery, with facilities increased we will give our patrons better service than ever before.

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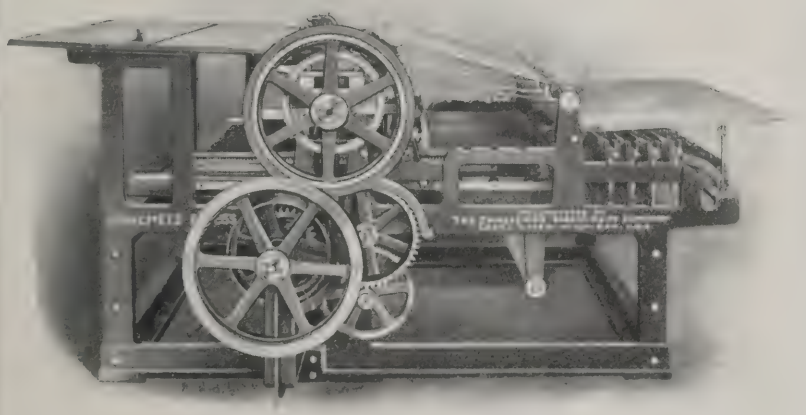

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THE BUCKEYE EDITORS

THE Buckeye Press Association, held at Springfield on February 25, 26 and 27, was one of the most notable and successful conventions in the history of newspaper organization in the State fo Ohio. The consolidation of all the associations in one has proved a judicious move. Springfield made great preparations for the occasion, and the Springfield dailies, especially the *News,* gave wide publicity as to the arrangements for a royal welcome, and then the beautiful, enterprising city did its part royally. The *News* published very complete and interesting accounts of the sessions and of the entertainments. Everything went along with a zest from the beginning to the end and the editors returned to their homes with the feeling that theirs is the greatest calling in the world and of all the ages, which it is, in all the opportunities of advancing the best interests of the communities where published and the intelligence and the highest good of the people in all departments of human endeavor and social, political and industrial well-being.

These Ohio newspaper-men did not put the "shop" out of mind but sought improvement by visiting, inspecting and studying the great printing, publishing and newspaper establishments of Springfield.

Preceding the first session on Thursday, the editors were conducted through the plant of the Crowell Publishing Company. Here souvenirs were given each of the visitors as they inspected the various departments of magazine work.

The first hour of Friday morning was spent in an inspection tour of the printing and publishing plants of the Springfield Publishing Company and the *Daily News.*

The Monotype department of the Publishing Company furnished much food for study to the editors, as did also the huge press, and the Linotype batteries of the *Daily News.* The visitors were shown through all departments of the two establishments from attic to cellar, and were well pleased with what they had seen and inspected.

The Springfield *Daily News* had made the occasion worth while by the publishing a great issue, on Thursday evening, devoted largely to a description of its splendid building and plant and to a history of newspaper publishing and publishers in Springfield, and in Ohio and to newspaper-making in general. Had we not, only last month, published a full account of the model newspaper establishment at Topeka, Kansas, we would certainly reprint the description of the *News,* but, a journal devoted to a special calling must, like all other publications, seek for variety in order to educate the readers on all sides and at all points. The *News* had an editorial to "Ye who write for the Public Press" that, while conceived in a humorous vein, and couched in terms of hyperbole, contained the following in more serious mood and manner of expression:

> There is no danger of any one overdrawing the virtues of the newspaper profession. It cannot be done. It may sound immodest for one in that profession to say so, it may cause those who do not know to believe that he is an arrogant ignoramus. But the fact remains that in all of the diversification of civilization, there is not a field of labor that compares with it. And any man who does not know such to be the case, any man who does not feel every hour in the day that he is a member of one of the most exalted and useful occupations, should get out of the harness, and take up something else.
>
> It is not claimed here that those in the newspaper business are any better than those engaged in other businesses. The business seldom improves the man; the man must improve the business. But it is claimed that as an occupation the newspaper business is more broadening than any other. That pursuing it one can get more out of life than in any other channel of industry. That the newspaper man sees so much of human nature that he comes to understand himself, and his own limitations—and when a man comes to understand himself and his own limitations, he is in pretty close communion with the Ruler of the Universe. * * *
>
> There is a subtle something in the printed word that sinks into the souls of men. They know it not, nor dream

of it. They taunt you with the thought that what you write makes no impression upon them. They have their own ideas, they say. They can hire men to write anything they want written, they tell you. They advise you to get out of the newspaper business and get into some other line where there is more money to be made. Aye, their words but show that you have chosen wisely.

A student of the subject ought to be able to take the history of a city and tell without seeing them exactly what kind of newspapers it had. Certainly a student could tell after talking with the people of a city what kind of newspaper men had worked in that city. He could tell from the advances made, from the schools and churches, and what is taught and preached in the schools and churches, the character of the men who had been in the newspaper business. We are here giving away a secret, but it is all right; it will not be believed by anybody but the newspaper people and it will threfore do no harm to the profession.

Nor does this refer soley to the editorial columns of the papers. They are, after all, probably the least influential of the columns of the paper. It is the daily grind of news, the daily recording of the events, the weekly budget of little nothings which amount to the whole world in the community in which they are printed. It is the newspaper as a whole that influences the community and the lives of people in the community. And, better a thousand times to be one of those who have a hand in the shaping of the lives of those people than to sit in luxury and wonder how God ever happened to make a mouse.

The newspaper reporter or editor writes a book a month—twelve big volumes a year, read every day by thousands and thousands of people; every item a chapter; every character drawn from life; every incident throbbing with realism. Half a dozen people in a community is as many as reads the average book. Everybody in the community reads the newspaper. Ye who write—thank whatever powers there be that your writing is thrown into the very soul of things, daily or weekly, and that one chapter follows another in such rapid succession that no noe can escape your words.

But, it is said by some, the rewards of the newspaper man are not adequate; the business does not pay; there is not enough of profit in it; the newspaper people do not become millionaires—and all of that. It is unquestionably true that the emoluments of the newspaper man are not in keeping with the pay of some people in other lines of industry. But only half the truth is told by such critics. There are more lawyers starving to death in this country than there are newspaper men. There are more doctors with thin trousers. There are more manufacturers in the poorhouses than there are newspaper people. There are more failures of merchants than of newspapers. There are more beggars who have learned other useful arts. There is more destitution among college professors, and more want among preachers.

It is not fair to compare the average newspaper man with the lawyer who is above the average, nor with the isolated case of where the manufacturer has become a millionaire. The whole profession must be compared with the whole of other professions. Then will it be seen that there are newspaper men as well paid as the lawyers, or as the merchants. It is only the exceptional man in any branch of commerce who wins conspicuous success, and certainly the exceptional newspaper man is sure of that conspicuous success.

Ye who write—here's to you. You do not need our blessing, although you have it. To you have been given the keys of the universe. Unlock it at your pleasure. Gaze upon this little reeking world of self-important individuals. Watch them in their daily lives as they struggle to get advantage the one of the other. Follow them to their homes—as you do—and in your heart of hearts keep their secrets, as is your wont. But to the world give the doings of the great unselfish ones you meet; proclaim the virtues of the many, while concealing the vices of the few. To the end that when the race has been exalted, you will know that you have helped to uplift it.

It was like meeting an old friend and acquaintance of former years, to notice that old subject — which, we remember, was ably treated in a prepared address and discussed before the Minnesota editors over a quarter of a century ago—of the injustice of printing envelopes by the Government. The *News* gives the account of the handling of this perennial and ever-enduring, eternal and infernal wrong as follows:

Thousands of dollars are being taken from the pockets of country editors because of the Government printing offices throughout the country where stamped envelopes are printed, according to a paper read by Carl A. Jettinger, of Delphos, before the Buckeye Press Convention, Friday morning.

Mr. Jettinger urged the members of the association to take some formal action that might influence the Ohio representatives in Congress to have a law enacted abandoning the practice of giving out Government contracts to inland printing offices. An office of this kind is located in Dayton and the speaker declared it was practically ruining the envelope business for printers.

Following his address a movement was set on foot to take action on the matter and a committee of five was appointed by President Bryan to confer with the Ohio senators and representatives.

The following program was carried out at the first day's session:

Addresses of Welcome—Mayor W. R. Burnett on behalf of the city and John N. Garver on behalf of the Commercial Club.

Response—President Chester Bryan.

Reading of Minutes of last meeting by Recording Secretary J. F. Gaskins, of the *News-Record,* Sabina, O.

Applications for membership.

President's Address—Mr. Bryan, of London.

Address, "Why Newspaper Men should Organize," by J. W. Johnson, of the *Democrat,* Waverly, Ohio.

Addresses, "Women in Newspaperdom," by Mrs. Maude Murray Miller and Mrs. Delia Amos Holbrook, of Warren.

Address, "The Junior Linotype and the Country Office," by E. Benj. Yale, of the *Chronicle,* Waynesfield, Ohio.

Address, Public Printing Laws of Ohio," by C. U. Shryock, of Zanesville.

Symposium of experiences, "Wet and Dry Campaigns and Newspaper Policy," by J. A. Alexander.

This session was marked with much interest, and it was after 6 o'clock in the evening before the editors adjourned for the supper hour. Among the chief features of interest was the discussion by editors who had experienced a fight in their own counties of the wet and dry campaigns and its influence on newspapers.

This developed some interesting points, the most interesting of which came from J. A. Alexander of the Zanesville *Signal,* who came out squarely for the dry side and told his reasons for his action. He said he had not noticed any appreciable difference in the financial receipts, as those who left him because he conducted a dry paper were well balanced by those who came to his aid from the dry side.

Others who spoke on this subject were Ed. B. Wetzler of the Lancaster *Eagle,* C. E. Yost of the Fayette Review and C. E. Peoples of the Pomeroy *Democrat.*

The papers on the subject of "Women in Newspaperdom," read by Mrs. Maude Murray and Mrs. Delia Amos

Holbrook of Warren, were highly appreciated by the editors. They gave a comprehensive discussion of the part women can and are playing in the newspaper world.

At the second days' session, R. L. Blagg, of *Farm News* of Springfield, was the first speaker. He read an interesting paper upon "The Agricultural Press" and its relation to the regular weekly and daily newspapers.

In the absence of J. A. Hamilton, of Orville, who was scheduled to speak on "The Country Editor and the Poor House," his place was filled by State Supervisor of Public Printing, John L. Sullivan, who was introduced by President Bryan.

THE HIGHEST AMBITION.

"The highest ambition that can thrill the human breast is to mold public opinion," said Mr. Sullivan, "and as soon as I get out of office, whether by termination or decapitation, I shall get back at once into the ranks. The calling of the newspaper man stands above any other profession."

Mr. Sullivan then gave a happy little recitation of some of the things an editor does and some things he doesn't do in a country office, closing his address by reciting a poem on "Ohio." His brief talk was loudly applauded.

Carl A. Jettinger, of the *Buckeye Informer,* Delphos, next read a paper on "The Government, Our Worst Competitor." Mr. Jettinger showed in actual dollars and cents just what the printing shops of the country are loosing yearly by the government printing offices in printing stamped envelopes. The paper was highly appreciated by the editors and brought them face to face with a condition which they had not previously realized.

ANOTHER COMING EXPOSITION.

President Bryan announced that he had written Webster P. Huntington of Columbus, to take Mr. Bush's place with an address on the movement to hold an international exposition on Lake Erie in honor of Perry's victory in 1912. It will then be the hundredth anniversary of this memorable battle and it is planned to hold an exposition in commemoration of the event. Mr. Huntington is a member of the committee appointed by former Governor Harris to further and organize the movement.

ON BOOKKEEPING.

John T. Haverbeck, of the *Post,* Minster, O., read an interesting paper on "Some Branches of Printing Office Bookkeeping." The speaker declared that the real fault that many printing offices do not pay is because up-to-date methods of keeping books are not adopted by the editors. He said there was not enough attention paid to details in printing offices, as herein lay many of the disastrous leaks to the editor's pocketbook.

"The Ideal Makeup of a Country Weekly" was most ably discussed by C. B. Unger, of the *Herald,* Eaton. He talked in detail of the manner in which news articles should be displayed on the front page and other pages in the paper in order to give it a pleasing appearance to the subscriber. The advertising features and their arrangement in the paper were also discussed.

A lively discussion by various editors followed the reading of Mr. Unger's paper and this led up to the "Rapid Fire Shop Talk" symposium that had been scheduled. Various editors expressed their respective views about the makeup of a country paper and the handling of advertising and news in the columns.

Professor Oliver Farrar Emerson, of Western Reserve University and Captain Charles Reynolds delivered able addresses to the editors on Friday evening in the convention hall.

Professor Emerson gave an extended discussion of "Simplified Spelling" which consisted of an exploitation of the proposed plan to revise the spelling of many of the words in the English language. He used a blackboard to illustrate many of his ideas on the subject and the address proved a most interesting one.

Captain Reynolds spoke on the Philippine islands, describing in detail the conditions upon the islands and dwelling in particular on the part that the newspapers are playing in bringing about the civilization of the islands. He spoke in part as follows regarding the newspaper situation:

PHILIPPINE NEWSPAPERS.

There are numerous publications in Manila, as there are in New York, differing of course in number and variety. There are dailies, weeklies and monthlies. They are printed in English, Spanish and Tagalog and combinations of these languages and dialect.

Then there are newspapers published elsewhere in the islands, in other dialects, and some in English and Spanish or both, and one, or the other in conjunction with a dialect. These are at such important places as Legaspi, Iloilo, Cebu and Zanboanga.

All of them are not money makers. The percentage of failures is less than in the United States but it is large enough.

Nevertheless the press in the island is a power, and not always for the good. A Spaniard believes in a newspaper publication as firmly and blindly as he does in his Bible, which is saying a good deal. Whatever is printed in types he thinks is exactly correct. How can it be otherwise? There it is. In this respect he differs from the average American reader.

The Filipino having acquired his habits largely from the Spaniard, like him, has the same respectful regard for the newspaper. So that the bad which he reads he gives as much credence to as he does to the good. The effect suggests itself.

The American papers in Manila are known as the *Cable News-American,* morning, the *Times,* evening, and the *Free Press,* weekly. The two first named support the government, as a rule, but they freely criticize and blame the government for not enacting legislation which would give to all without distinction an opportunity to get on. And when they refer to the government they mean the government of the United States.

The *Free Press* is less pro-government. It is opposed to the form of government for the islands which is a downright and un-American bureaucracy with a fearfully high and extensive salary list. It, also, as do the two otherss named, fights hard against the action of the United States Congress in taxing all products of the islands before they may be exported and all imports from the United States before they may be taken from the custom houses. All the papers hit extravagance and frequently single out particular officials for special criticism. Controversies editorially often are violent and there is no telling what might happen if the code duello were respected there, now-a-days.

There are many Spanish and Tagalog publications as for example El Renacimiento, El Mercantil, El Commercio, El Democracio, El Independente, and so on. For the most part these publications are against the government. That is to say they are for immediate independence, and this means right away—always means it to Filipinos who favor it and most of them do. Perhaps two native papers are not for independence now nor perhaps in the near future, on the theory that the Filipinos are not competent to govern themselves and there is no telling when they will be.

But the native paper with the most influence is for. independence without waiting and at times it is very bitter in its atacks upon Americans generally and American officials and army officers in particular.

At the Saturday morning session Dr. Fess, a leading educator, made an eloquent address on the advocacy of the press in matters educational. Among other things he said:

The advocate is the man who brings about reforms and stirs people to action. The press should be free to criticise, even the highest of men, for by that criticism the people have opportunity to find the weaknesses and study them. Every inch of true greatness is then gained fairly by great men and no advantage can be taken of the people.

AN OUTSIDE MAN.

Among the various reforms advocated by Dr. Fess was the idea of having at least one of the three county school examiners an outside person who is not a teacher. Members of any one profession, he declared, are apt to get into a channel that grows narrower each year and they do not keep close touch on what the rest of the world is doing. He said no teacher or educator can hope to be a success who does not read the newspapers and keep in close touch with the current events of the world.

SHORT BUSINESS SESSION.

At the closing business session, all of the present officers were re-elected for another year. They are: Chester E. Bryan, President; Carl A. Jettinger, Vice-President; J. F. Gaskins, Recording Secretary, and A. D. Hosterman, Corresponding Secretary; H. B. Russler, Treasurer; W. J. Mortal, Historian.

A motion was offered and carried providing for the secretary to mail to each member a bill for dues one year in advance on the first of January, each year. The committee was authorized to have pins and electrotypes made, the latter to be used at the head of the editorial column in each of the papers operated by members. The design is in the form of a twig from the buckeye tree with a bursting burr and fruit suspended in the center. This is carlessly thrown over a background representing a type of the old Washington handpress.

Resolutions on the death of C. A. Day, of the Seville *Times,* a member who died the past year, were adopted.

AGAINST GOVERNMENT WORK.

The committee appointed to draft resolutions on the subject, presented a resolution declaring it the sense of the association that it favors the passage of the bill now in Congress to abandon the practice of letting out Government contracts for printing envelopes with business cards printed in the corner. The resolution was adopted. It also provides that a copy of the resolution be sent to every Congressman in the State and to Senator Dick, who is a member of the postal committee.

Several amendments to the constitution were adopted, after which Chester E. Bryan was elected excutive committeeman for the next year. The place of selecting a convention city and the selection of delegates to the National Editorial Convntion were left in the hands of the executive committee.

THE WHIRLWIND DASH.

In a whirlwind dash that took them to all of the principal places of interest in Springfield, covering a period of five hours during all of which they were constantly on the move, the newspaper men of Ohio were treated to an unusual entertainment on Friday afternoon as special guests of the newspaper men of this city.

Promptly at 12:45 o'clock the visitors boarded two large traction cars on the Ohio Electric lines and were whirled away to the Ohio Masonic home. Here they were welcomed by a song from the children and were then shown through the institution in parties, finally winding up on the large steps in front where the *Daily News* staff photographer took a "shot" at them. The welcome at this home was a most cordial one and Superintendent John Parsons tried to make everybody feel at home and glad they came. Several of the newspaper men had acquaintances in the home and they hunted them up and chatted awhile with them.

WOMEN IN HOME NEWSPAPER WORK

Mrs. Della Amos Holbrook, well known by her maiden name, at least, among all newspaper editors, presented an entertaining paper at the recent convention of the Ohio editors. She is of a newspaper family, and was for many years connected with newspaper work first on a weekly and then on a daily. The departments of newspaper work, which she found very important to a newspaper's popularity and success, adapted to the women of the press, were neighborhood correspondence, society reporting and the writing of descriptive letters from data gathered on editorial trips. She wrote of these and other newspaper women's work, in part, as follows:

The world goes fast in the twentieth century. Four years now are equal to a century of eras gone by in material advancement and rapidly changing conditions, social and economic. But the country correspondent we have with us always, although it is a branch of the business of comparatively recent development. And it is an important branch in the makeup of a successful country newspaper. I believe that the great majority of these faithful chroniclers of rural news are women. They are a part of the feminine world of newspaperdom and deserving of mention, the more so as they belong to the volunteer army, doing their share "without money and without price," merely for love of the work, and not through desire of seeing their names in print, for only in rare instances are the letters signed by the writers. What would the country newspaper be without their services? A failure at least financially.

All honor to the thousands of country correspondents, mostly women, who do this indispensable newsgathering and writing for the mere love of it.

There is a humorous side to the country correspondence, too, that often compensates for the trouble of revision which is only occasionally necessary. A collection of funny things in country correspondence that are cut out every year would make a popular volume that would certainly add to the gayety of nations. One that I can vouch for was given me by a newspaper friend. The correspondent wrote pathetically on the sudden death of a newly-made bride. "Snatched from the bridal chamber by the stern hand of Death almost before the music of the marriage bells had ceased to reverberate on the nuptial breezes of dawning pleasure!" The imaginative writer should never attempt cloud flights, especially in the country correspondence department. He is likely to be shot with a deadly blue pencil.

The society editor is another important individual in newspaperdom, also a product of gradual evolution, until now no daily, big or little, is complete without her. You will notice the gender. Why is this position filled by women rather than by men? Because she is specially fitted by nature and education to report society events in an entertaining way for women readers, a class as large, perhaps larger, than any other. A newspaper now-a-days that neglects this feature as too trivial for serious attention, is a back number and on the way to the well-filled journalistic graveyard. The newspaper that gives it systematic and careful attention is the one that succeeds best and wields the most influence, other things being equal. It is no small thing to have the women on your side. They will bring strength and ultimate triumph to any worthy cause they espouse, and their favor is most apt to be given to that cause which is advocated by the papers they read most.

The most pleasing part of the profession, as it appealed to me, was the writing of descriptive letters, data for which were gathered on delightful editorial trips with congenial newspaper friends. Loving it best, it is probable that my efforts in this direction pleased most.

A VOTING CONTEST THAT PROVED A PUBLIC BENEFIT—GOOD ROADS AND GOOD FARMING—WHY THE EDITOR PUBLISHES HIS OWN ADDRESS.

MR. COPPER was pretty severe in his reprobation of the use of premiums to boom circulation, in his "Newspaper Criticisms" department last month, and yet he gave some points, with underlying truths to sustain them, that should be heeded. Newspaper circulation should not be purchased, and the newspaper publisher who relies on that kind of a circulation, will, sooner or later, rue the day that he entered upon the giving of premiums. At the very best, premiums, once given, are apt to return to vex the publisher. Once having been given a premium as an inducement to subscribe or to renew a subscription, the subscriber is apt to expect and to ask for more. It is better to give premiums to those who secure subscribers than direct to subscribers themselves and, then, the publisher should make his paper so entertaining, useful and satisfying, that the new subscribers will want to remain. A circulation must be held by the high quality of the paper. Premiums should be looked upon only as a method of advertising, to secure attention and the opportunity of getting the people into the habit of reading a paper, which they must be made to like for itself alone. When publishers rely on premiums or voting contests instead of on the merits and usefulness of their papers, for the permanent prosperity of their business, they are on the road to failure. The voting contests have their dangers, likewise, and they must be conducted with much discretion and in a way to arouse favorable public interest and to avoid all ill-feeling as the result of the contests. Many of our most successful papers are using voting contests, that afford good news as well as keep up a constant and general interest in the papers, and many of our large dailies, like the Chicago *Daily Tribune* and the Chicago *Daily Record-Herald*, are all the time distributing premiums, through the agency of personal canvassers. They, however, charge something for each premium, and probably enough to cover the actual cost to the publishers, though the articles seem worth many times the amount charged, and the cheapness is doubtless secured by ordering the articles in ten thousand lots, or more, direct from the manufacturers. The being able to offer these articles is undoubtedly of great aid to the canvassers. We have had considerable to say concerning the successful premium offers, and voting contests carried on by H. B. Varner, publisher of the Lexington, N. C., *Dispatch*, and know that these have brought him many subscribers and very much valuable advertising abroad and favorable local publicity. If he makes good with his paper, he will realize permanent benefit. His last contest seemed to have merits above all the others, for it not only made the paper more widely and favorably known and secured a thousand new subscribers, but resulted in great public benefit. We recently gave the plan quite fully and our readers will be interested in the results.

Under date of March 6, 1909, enclosed in envelope marked private, which we are going to take the risk of disregarding, we have received the following letter, that will be found of interest as an introduction to what follows:

You have been giving me considerable publicity for several months and thinking that you might be interested in a report of my trip with the farmers to Mecklenburg County, I am sending you a copy of the paper. I ran a special train exclusively for these farmers, who numbered one hundred and sixteen in all and I gave them a big time, as you will see from the report. Every person in the party was delighted with the trip and returned home enthusiastic for good roads, better farming, better stock raising and with a broader view of life. It is the greatest proposition that I have ever had. It has done this county more good than any other one thing I ever accomplished; it has done the individual citizen good; it has made the rural population believe more strongly in the *Dispatch* than ever before, and they have always been devoted friends to the paper. It has added nearly a thousand new subscribers to the list, giving me now 10,000 subscribers, the largest circulation of any local political weekly newspaper of the United States—which means the world, and in addition to all these things, it has paid from a financial standpoint and this trip will be the means of voting several hundred thousand dollars in bonds to build macadam roads in this county, and I expect to start another contest next week of the same kind in two adjoining counties—you know I work eight surrounding counties from this county for the *Dispatch*.

If you want to publish anything about this contest, you can do so. I am not sending you this copy soliciting publicity, but purely as a matter of information that you might be interested in.

With highest personal regards, I am,

Very truly yours,

H. B. VARNER.

P. S. I am working hard every day and am happy and contented at home, out of all offices, out of politics, making more money than ever before. H. B. V.

We want to say right here that what we have published has been not to advertise Mr. Varner or for any other reasons than that his methods are novel and have proved successful, and we believed that they might prove useful by way of suggestions to our readers, and he has kindly afforded us with papers and clippings from which we could gather the facts. We wish that all other publishers, when they have any plans that have proved successful, would be alike thoughtful of their co-workers in the newspaper field. We give the following from the article referred to in the letter, because we believe the same will be useful—there can be no other two things much more important to this country than good farming and good road construction, and it is profitable to the press to work enthusiastically for the promotion of both:—

Friday, the 26th day of February, 1909, will long be remembered by one hundred and sixteen of the best farmers of Davidson county and their friends. That number of Davidson people went by special train to Charlotte, with the *Dispatch* as host, to take a day off, see the sights of North

Carolina's Queen City, and learn by experience gained from riding over good roads what such highways are worth, to country people especially. Everything was propitious and all things made for the success of the undertaking. The weather was perfect and Davidson county roads were bad—just the condition of affairs that the management had hoped for! The roads were so bad that the number of guests on the special was reduced, which was, of course, to be regretted, but when the one hundred and sixteen reached Mecklenburg, they realized the contrast so speedily and keenly that it went far to make up for the absence of others who would have aided in disseminating the facts. At home the roads were hub deep in mud; in Mecklenburg the automobiles that carried the farmers out could and did run forty miles an hour. That showed vividly the value of highways that afford mudless, profitable, pleasant traveling. The big party was in the best of humor, off on a lark, eager to see, quickly responsive to the hospitality Mecklenburgers showed and glad that such an opportunity was afforded.

The farmers were taken for an automobile ride through the country and this is what a ready newspaper writer tells of what they beheld, experienced and learned:

One thing that many realized while flying along was that while Mecklenburg is a rich county, she has no better soil than Davidson; that the improvements in farming have come through the construction of good roads. As has been said, time and time and again, the blessings of progress can only come when communication and transportation are made easy. Theses Davidson county farmers sped past lands that to the eye contained no more fertility than Davidson lands, but those same lands pay a higher profit to Mecklenburg farmers than Davidson lands do, because however far the farmers may live from Charlotte, the good roads put them in easy reach of the city, and make possible improvements in farming that mean money to the producer.

It took little time to get miles out of town. Turning, and seeing by the way a road force crushing rock bought from the farmers at a cost of $1,500 a mile, and laying new roads with steam rollers and all the other machinery modern road-makers employ, the party passed through the city again and went to the Selwyn farm, there to see the famous Berkshire boar which cost $1,100, pictured in last week's *Dispatch,* the thoroughbred cows, and the model arrangements on the farm.

At 4:30 the farmers gathered in the assembly room of the Selwyn to hear enthusiastic talks on roads.

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The most striking and the most convincing utterance was: "If you want to know the value of good roads, go to those who live on such roads, and ask them about the value of land now." This was striking because some of the shrewder members of the *Dispatch* party had taken pains to enquire as to the relative values before and after roads were built, and they were answered in a way that left them dazzled.

Capt. S. B. Alexander, "the father of good roads in Mecklenbug," spoke, and showed how civilization, its enduring greatness, depended upon highways that made travel easy, swift and profitable. He cited Rome's enterprise in constructing her military highways that are still the wonder of travelers, showed the market benefit of roads, went back to old conditions and called them nightmares, told how the women of the country were in prison for three months in a year. His was a philosophical talk, that fitted in well with Mr. Long's practical remarks and Mr. Moore's irritatingly true facts as to the conditions in Davidson.

Just at this point Mr. Lee Feezor, a young man from Cotton Grove, took the floor and, outside of the body of the audience which had kept the secret well, nobody knew what he was driving at. Soon Mr. Varner's name began to crop out in his remarks, and he ended up by presenting to that gentleman a neat silver-headed cane with the editor's initials engraved thereon, as a token of the appreciation the farmers felt because of the opportunity furnished them on this occasion. The eulogy of the editor was so unexpected, ornate and so well-worded that the recipient of the cane could hardly reply, and in fact was almost "stumped" by the incident. It was a nice thing to do, all the more nice because it was so unforeseen. The gentleman who presented it and those who supplied it will never know how deeply that cane stuck into the heart of the man who received it.

Chairman A. E. Myers, of the board of county commissioners for Davidson, followed with a strong speech in favor of good roads in Davidson, saying that he did not go to Mecklenburg to learn if Davidson needed good roads, he was already informed as to that, but he wanted to learn how to get the best roads for the least money, and how to get Davidson folks in the notion of buying good roads. Chairman Long had taken the commissioners out in the country and explained to them the Mecklenburg methods and results. This incident was one of the most valuable features of the day, for the folks will look to the board for leadership in the matter .Mr. Myers talked on the wonderfully increased value of land after the improved roads had reached same, and his speech brought out facts that went far toward convincing the farmers that what Davidson needs more than all else are good roads.

These are only a few extracts from the edifying account of the occasion, that showed a company of farmers, some of whom had never been on a railway train before, what could be done by good farming and the building of good roads. The description of the visit to Charlotte, "North Carolina's Queen City," was just as entertaining, though not as novel and hence is omitted, however we cannot refrain from printing the following that has principally to do with the city's newspapers:

Charlotte is proud to call itself the city of electrical energy. Its greatest electrical energy, its biggest asset, is its hospitality on a day like this, voiced through its three daily newspapers. These papers furnish the city with that which has built it, which maintains it, which pushes it on to new and larger conquests. The Charlotte newspapers are the best in North Carolina. Their makers are in sympathetic touch with the city; the city is in co-operation with them. The citizenship and the newspapers working in harmony have made Charlotte what it is.

All this, about roads and newspapers, has impelled us to print elsewhere, what we said to the editors of Nebraska, at the convention in Grand Island, February 23rd. We do this the more readily because what we said was entirely off-hand and the product of the surroundings, the inspiration of the occasion and of what had gone before and we have been asked to reproduce the same from memory for publication in the proceedings of the Nebraska Press Association, and if we do not use this, we would be compelled to write something else that, in all probability, would not prove so practical or useful. Then we are terribly busy and the printers are asking for copy. This ought to be excuse enough for the editor's publication of his own speech.

THOUGHTS ON NEWSPAPER MAKING

BY B. B. HERBERT.

Before the Nebraska State Press Association—Feb. 23, 1909, Members of the State Press:—

I AM glad to be with you today and to have listened to the two able papers that have been presented. My memory goes back twenty years, to the first time that I had the pleasure of meeting with your association. It was in Lincoln, in January, 1888, at the time of the great blizzard of that year. We were snowbound for three days, but had a most profitable and enjoyable time. The meetings were held in the room of a hotel. The association was not as large then as now and I have been pleased to witness, and to be informed, through one of the papers read, more particularly as to, the great progress that has been made in twenty years, the great increase in wealth and in the value of your farms.

No more appropriate subject than the conservation of your resources could be considered by the editors of the home papers of Nebraska that have done so much for the promotion of the settlement, growth, and upbuilding of your rich domain.

CONSERVATION OF THE SOIL AND GOOD ROADS.

The waste of soil, by the washing of the rains and floods in this country, can scarcely be estimated. A Kansas farmer, having a piece of land, the fertility of which had been somewhat exhausted, managed, by the construction of ditches, to turn the wash of the rich alluvial soil from his other fields and from the fields of his neighbors, on to a forty acre tract of his land and he gained in a year eight inches of the very richest soil, from which he raised double the yield in the one year than from any other forty acres of his farm. He has since arranged to treat portions of his farm each year to such an overflow, retaining the water in the artificial ponds until the rich mud settled to enrich his land. It has been rightly stated that the building of good roads is closely allied to the conservation of the soil. A couple of weeks ago, I was notified that I had been elected as an honorary member of the National Good Roads Association and was invited to meet with the association in convention at the Auditorium Hotel, Chicago, on Lincoln's Centennial Anniversary, in honor of this first Great American—it being urged that nothing could be more fit than the gathering to forward the cause of the construction of good roads for the people, in honor of the man whose whole life and thought was that of service to the people. There were many speeches made and many facts brought out as to this all-important subject. One gentleman, from the City of Washington, spoke of the increased value of lands, resulting from good roads. He and his wife had been raised on farms and as age came upon them, they thought of the pleasure of getting back to the soil or, at least, of owning a farm. Finally, two farms were selected, one in Virginia and the other in Maryland, and the decision was to be made between the two. They were almost equally distant from Washington and as the Virginia farm could be had for fifty-five dollars an acre and the Maryland farm would cost $120 an acre, the inclination was in favor of purchasing the Virginia farm, but the gentleman said, "let us first drive out to the farms in a carriage." One day the drive was made to the Virginia farm, and the roads were so bad that the trip proved very tedious, disagreeable and wearying. The next day a most delightful ride, taking only half the time, was enjoyed to the Maryland farm, which was purchased, wholly on account of the good roads, and this gentleman said that he had found the purchase made, was the more profitable. Many times in the year, the most of the roads around Washington are almost impassable. During these times, vegetables jump up to double the usual prices, and he has planned to have the potatoes and other products of the farm delivered during these times, helping to save the city from vegetable famines, and more than doubling his profits. It is hard to estimate how much the saving in cartage to market, of horses, wagons, harnesses, of time and break-downs, would amount to each year, through good roads, but an estimate would show the amount to be tens of millions of dollars yearly, taking the whole country into account, and the amounts wasted in the temporary fixing of roads without any system—merely filling in ruts to be transformed into mire or to be washed out by the next rain—during the past twenty-five years, would have given macadamized highways in every county and town in the nation. You do well to discuss such subjects in your convention.

EXPERT REPORTING.

Several years ago a leading editor, in addressing the New York State Editorial Association, said, speaking of the future of newspaper making, that the time will come when a great paper will not only send a Stanley to Africa to discover a Livingston, but will also send a Macauley along to write the story. It is evident from the criticisms, in the able paper by Mr. Jones, presented this afternoon, and which all will admit are just, that the time of the Maucauley stamp of reporters has not yet arrived though there is need.

He who enters the newspaper calling enters no mean estate. Many years ago it was named by Mr. Burke, in the English House of Parliament, as the "Fourth Estate," but since then it has advanced to the position of the First Estate. Printing has been called the art preservative of all arts." Newspaper making has come to be a profession that trenches on all other professions and serves all callings and all conditions of men. To fulfill its mission it must get close to and in practical and sympathetic touch with all the people.

GETTING CLOSE TO THE PEOPLE—EXPERIENCE IN ESTABLISHING A PAPER IN MINNESOTA.

Your Secretary wrote me that you wanted something practical, and to get down to the practical along this line, I am going to relate a little of my own experience in starting a newspaper in Minnesota. There were already two local papers in the little city—the county town in a county settled very largely by Scandinavians and Germans. The two other papers were partizan, political papers—one run by the Secretary of State and his partner—with an average of about five local items to five columns of politics each week. The publishers of these papers thought there was not room for a third paper. I had no office and only small means, and set out to succeed by working about nine days in every seven—nor were they eight-hour union days either. I do not advise you to follow my example as to overwork or Sunday work, for in your case it is not necessary and could not be justified as a work of necessity. Each Sunday, I devoted to State exchanges, reading carefully and re-writing by counties all news that I thought would be useful, interesting or instructive to my readers—trying to give everything a local bearing. Monday morning I had the copy for the first page of State news ready for the printer—Monday, Tuesday and Wednesday I prepared copy for the other pages, solicited advertising, collected city news, bills, etc. Wednesday night I worked at mailing papers; Thursday morning I took a horse and buggy or cutter, as it chanced to be summer or winter, and started for the country canvassing for subscribers, and collecting items and getting in touch with the farmers. Saturday night would find me from twenty to thirty miles from home and I would get home at from 12

midnight to 2 A. M. Sunday. Then I would commence the same work over again. In this way I visited nearly every house in the county, picked up many items as to improvements, the building of new houses and barns, the introduction of improved stock, etc., securing from 8 to 16 subscribers a day. I remember taking sixteen subscribers in one day in a Norwegian neighborhood where most of the adults could read very little English. I pleaded for their children, and for their own improvement in the language and for a better understanding of the institutions of the country which they had adopted for themselves and their children. In eight months I had more than three times of the circulation of any other paper pulbished in the county. I did not stop at this. I organized a County Farmers Club, that met during the winter and early spring months and discussed better methods, diversified farming, rotation of crops, etc. I acted as Secretary for eight years, sparing neither time nor labor in bringing out everything that would be helpful. An Industrial Association, that held an annual fair, the premium list for which I largely arranged and published without charge, a flour mill in which the farmers and residents of the city joined and other industrial organizations followed. The business grew, a newspaper office and then a job office were installed—then a company was formed and a semi-weekly and then a daily and weekly were issued. The business is still flourishing.

This much of personal experience by way of introduction to the practical side of making a newspaper succeed, and for the enforcement of the wisdom of getting in close touch with and rendering valuable service to your people.

THREE CALLINGS IN ONE.

The newspaper not only serves all the people, but it is in itself, at the same time, a profession, a manufacturing industry and a commercial business. The relation and mutual dependence of each of these, in order to worthy success, must ever be kept in mind.

SERVICE NECESSARY TO SUCCESS IN A PROFESSION.

Success in a profession means the rendering of efficient, intelligent, helpful, useful, valuable, services. This is what gives, or should alone give, employment to ministers, teachers, physicians, lawyers and editors. As a profession, newspaper making is in the first instance an instructor, the gatherer and imparter of news with a field broader than that of the greatest University. The editors, reporters and correspondents, are the faculty or instructors, who must cover every department of human knowledge and must acquire a large share of this knowledge fresh every day. Time will not suffice to speak of the editors and all the various departments of human knowledge covered and treated upon under proper divisions.

REPORTERS AND CORRESPONDENTS.

To the home paper the local reporters and the neighborhood correspondents are most important. The events nearest home are most valuable, and the nearness of the events, makes it doubly essential that reports be correct, reliable and sympathetic. In the large cities, where each little neighborhood is, in a way, unknown to all the rest of the dwellers of the city, inaccuracies, may not be noticed, and experience has shown that reporting in the large cities is often very carelessly done, and the reports filled with errors. The reporter, who is only anxious for a good story, finds it much easier to invent the details, than through careful, patient inquiry, and untiring industry, to search out the facts, and he takes the chance, a small one, of never being detected in his slighting of work at the office of the paper. The inaccuracies do, however, injure even a city paper for, after one has noticed how inaccurate are the reports of the events in his own nighborhood, he becomes doubtful as to the reports of events in other sections and doubtful as to the reliability of any so-called news appearing in the paper. Good reporting is essential and reporters should be chosen with more care as to their painstaking reliability, than are even the editors, for if the news stories are wrong—the supposed statements of facts inaccurate are false—all the structure that rests on these becomes, to that extent, useless. For many years, I was connected with boards of education of public schools, and experience taught, that to good scholarship, the primary grades, the starting aright, with right incentives and ambitions, were more important to full development and good scholarship than were the higher grades. If necessary to get the right kinds of teachers in the lower grades, it was vastly more profitable to pay them higher salaries than was paid to the teachers in the high schools. It is a good deal the same as to the relations of reporters and editors. The day of thoroughly trained, educated reporters of the Macauley stamp, with broad knowledge, clear understanding, highest purposes and deepest sympathies, must come, sooner or later, if the American press is to attain to the highest estate and the worthiest possibilities.

NEIGHBORHOOD CORRESPONDENTS.

Next to the local reporters to the home paper and to the dailies as well as to the weeklies, are the country or neighborhood correspondents. These, as far as possible, should be the most intelligent, reliable and the most widely informed members of their respective communities, and they should be in closest sympathy with the people and, as far as possible, be instructed in their duties and be enthusiastic in the performance of the same. They, as well as the reporters, should feel that they represent and are part of the paper and should be loyal thereto, and have a just pride therein. School teachers, of the right kind, when they can be obtained, sometimes make the best correspondents. Good correspondents should be furnished with the paper, as well as with other papers and magazines, that can be spared from the office, and with prepared stationery, paper and stamped return envelopes, and, where necessary, should be paid for their services. In order that they may feel that they are a part of the establishment, they should be invited to the office and assembled in at least one annual gathering and given a picnic, banquet or excursion. Some of our best papers have secured regular organizations of their country correspondents, with a set of by-laws adopted and officers elected by the members, and holding stated meetings at which the work of corresponding, as well as topics of interest to the different localities and to the county or the section of country covered, are discussed and addresses are deliverd by men prominent in local or state affairs, in the industries, agriculture or business.

NEWS IN THINGS OTHER THAN THE DAILY HAPPENINGS—NEWSPAPERS TO BE PROMOTERS.

There is much that is news besides the daily happenings, and the wise publisher helps the people to make worthy events,—to secure every possible improvement in agriculture and the industries. The introduction of new and improved methods, better grains or grasses, affords the very best of news. In a city like Grand Island, dependent on the farms for prosperity, as I judge, agriculture should have a large place in the home papers. Then all industries should receive attention. I notice, on an opposite corner of the street, a flour mill. If I were running a paper here, I would describe every process, every machine used in this mill, for the transforming the wheat of the farmers into flour with the by-products of bran and shorts. And the same with other industries. The people are interested in the processes by which the articles they use are manufactured.

If you attend a fair or exposition, you will see the crowds gathered where things are being made. Men like to create, to make things, and next to this is the pleasure of seeing or reading as to how they are made.

UNENDING INFLUENCE.

Editors should remember that everything printed in the paper, is eternal in its influence and results. Last summer, I deliverd an address before the New York Press Association at Niagara Falls, and as I stood there, within the hearing of the roar of Niagara, I was impressed with the thought of the countless ages that had been taken by Nature in preparing the way for the people of high intelligence and civilization, who are now reaping the harvest in all the rich region of the Great Lakes and at their wonderful outlet, and I said that not a grain of sand, that had been disintegraded through the countless ages, not a rain drop or a leaf, that had fallen in "the foreests primeval" but that had done its part and was represented today in a new form—in the alluvial soil, in the power of the great cataract, in the coal, oil or gas of contributing regions, for the benefit of man. Everything is eternal. Every word, and every informing fact printed in your papers, influences minds and hearts, leads to conclusions and deeds that will be perpetuated in other minds and in multiplied undertakings, and accomplishments, influences and results through all the ages.

BROADNESS OF THE NEWSPAPER FIELD.

It is wonderful how wide, too, is the field covered by the newspaper. A couple of weeks ago, I delivered an address before the students in the department of preparation for newspaper making at the Illinoih State University, and I had outlines or analyses, of all the departments of the newspaper and its production, placed on a black board, covering the professional, the manlufacturing and sales departments. It would be profitable for you to make such analyses and keep the same at hand, as a reminder of all that is to be done, all that may and should be covered or accomplished in the publication of a complete up-to-date newspaper.

THE NEWSPAPER AN EDUCATOR.

The newspaper is not only a disseminator of news, but and educator and should be in touch with the schools, especially with those devoted to the training the youth for good citizenship and useful independent, self-reliant, self-supporting lives—the agricultural, industrial, trade and training schools. The newspaper should be active in the promotion of all that tends to their betterment, their attendance, support and upbuilding.

A COUNSELOR AND ADVOCATE OF THE PEOPLE—THE HOME PHYSICIAN.

The newspaper should be a loyal counselor and advocate of and for the people, and should be versed in, and alive to, all laws or enactments that affect their security, peace and prosperity and be ever able and willing to explain and defend those enactments that are most needed or useful. The newspaper should also act the part of the good true, loving, home physician to its community in the promotion of all measures for better sanitation, for the preservation of the health of the people and the prevention of the spread of disease—giving rules of right physical living and wellbeing, home building, healthful exercise, proper ventilation of houses, and wholesome happy, energy supplying and economizing and strength-producing methods of living. The gospel of purity, health, and wellbeing is the newspapers' gospel to be heralded at all times.

A PROMOTER OF IMPROVEMENTS.

The newspaper should be a promoter, also, of all needed things for the betterment of the community; the improvement of streets and public roads, the beautifying of parks, boulevards and lawns, as well as the upbuilding of the industries and agriculture. No other calling is so well situated for the promotion of charities and benevolences. Many of the dailies in our cities undertake, each year, to see to it that every poor family secures a visit from Santa Claus,—every home is furnished with the substantial material for a Christmas dinner and proper, needed presents are provided for all the children who otherwise would be without. While engaged in this kindly benevolent work, last winter, the Denver *Post* found a little cripple girl, in great suffering, whose father was unable to pay for her treatment and care. Inquiry showed that there was not a hospital in Denver in which the little children could be receeived and cared for, yet an operation and care might save this little one's life and restore her to health. The *Post* went right to work soliciting funds for a children's hospital. The money came pouring in, in sums of from ten cents to a hundred dollars, and soon $12,000 was raised for a children's hospital and the work still goes on. It is to be known as the Santa Claus Children's Hospital, because of the circumstances under which it was conceived and started.

This is the kind of benevolent work that newspapers can do and are doing all over this country, besides, all the time giving aid to established benevolences.

A PREACHER OF RIGHTEOUSNESS.

The modern home newspaper of today is in a large measure and should be in a broad sense, a preacher of righteousness and of that "Pure religion and undefiled before God," that administers to the needy, "visits the fatherless and widows in their affliction and keeps itself unspotted from the world" of greed, graft and all manner of public and private corruption. Such it should be, because the newspaper and its editors and reporters occupy a place of vantage, always before and known to the people. All these may be considered as a part of the professional side of newspaper making.

A MANUFACTURING INDUSTRY.

The newspaper is also a manufacturing industry. It manufactures newspapers, and the wise rules that govern all lines of successful manufactures should govern here. The product should be of the best possible, both in appearance and quality. The paper is manufactured for the subscribers and readers and should be such as they want. It should be bright, clear, commanding and attractive, such as will please on sight and gratify on examination and perusal.

Advertising or advertising space is a by-product of newspaper making, that has the peculiarity of being of very little value, unless the product of which it is the incident, is in every way satisfactory. The consumers, as in other articles of manufacture, must have first consideration. The by-product of advertising space is of little value or no value unless there are satisfied subscribers, buyers and readers of the paper. They do not buy the advertising, but the newspaper. For this reason the first page of a paper should be devoted entirely to pure reading matter of the highest and best quality to satisfy the buyers in the field where it circulates. It is wise, often to begin articles of importance that can not all be given on the one page—without crowding out other important articles or parts of articles—on the first page and then continue the same on some other page. The first page should never contain any advertising, for this indicates that the paper is issued for the benefit of the buyers of the by-product and not for the subscribers who alone make the by-product valuable; then, after the first page, the by-product, advertising, should be kept at the right hand of the other pages, the large ads at the bottom and the smaller ads at the top, and never be allowed to entrench on the space allotted to reading matter.

THE ARRANGEMENT OF THE PAPER.

The paper should be systematically arranged as to departments so that each reader will always know where to find that in which he or she is personally or most directly interested. The advertiser who tries to crowd in where he does not belong and is not wanted gains no benefit thereby. He only shows his bad breeding, selfishness and lack of regard for the readers whose good will and business he is seeking. When I first entered the newspaper business, I had one advertiser who would take no other place than a square in the center of the local page. He paid double price and I thought I needed the money, but both he and I made a mistake in not taking the readers into consideration. The paper lost friends among other advertisers and the readers, and the advertiser evidently gained nothing, for this business proved unsuccessful. No reasonable pains, care, expense or ability should be spared in the mechanical get-up of the paper. It pays to keep expert workmen, who have a pride and interest in the work.

ESPRIT DE CORPS.

In this, as in all other departments, what is called *esprit de corps*,—a common spirit pervading the entire body of workers, of sympathy, untiring devotion and jealous regard for the honor of the whole establishment and pride in its success—should be cultivated. Every member of the force should be taught to speak of the paper, with personal loyalty and pride, as "our paper." Recently at the close of the convention of the Kansas State Press Association, Arthur Capper, proprietor of the Topeka *State Capital*, gave a banquet to the editors and members of the Executive Committee of the N. E. A., in his new $180,000 newspaper building. After all the rest of us had completed our talks and had complimented him on his great success, Mr. Capper was called out, to tell how he had accomplished so much. He ascribed his success mostly to this one thing, the loyalty of the *Capital* force, numbering nearly four hundred in all departments, and said among other things: "I say without hesitation that the greatest factor in the success of my business has been the ability and loyalty of these people who love their work and who work as though they owned the business. It is this beautiful, conscientious service, this cordial and earnest co-operation, the value of which can not be measured by dollars and cents, which has been the most potent factor in the development of these publications. There can be no real or permanent success in any business enterprise without mutual confidence, and in this big office, more than any office in Topeka, I believe, you will find employer and employes like members of one big family. No where else in all this wide world, I assert, will you find a newspaper family more loyal, more conscientious, more faithful."

Here is the secret of success in newspaper making, with its wide field of work and usefulness and its many interests and its three separate departments, that in their sub-divisions, cover three hundred or more different subjects. This great multiplicity of departments of work and of subjects to be covered, exists, whether the work is done by one man or by four hundred. Bind your employes to the business and to yourself, to their interest in the community and all its affairs and to one another "with hoops of steel," with deepest loyalty and sincerest regard and friendship, through consideration for their well-being and comfort, as well as for their rights; through deserved commendation of their work and recognition, encouragement, personal interest, proper remuneration, and wise advancement or promotions.

THE COMMERCIAL SIDE OF THE NEWSPAPER.

As important as are the professional and manufacturing departments of the paper, the commercial department or the salesmanship is equally important. In this busy age, the most desirable article or the most worthy newspaper will not sell itself. The newspaper must be made known, its good points and valuable service must be exploited or advertised, and to every one in its field there must be given an opportunity to subscribe for, or to purchase, the paper or to secure advertising space therein. The having a paper well edited, well filled with news and helpful or pleasing information, and then well arranged, well and attractively made up and printed as an attractive, pleasing product, are all essentials to salesmanship, but the paper must be presented to the desired purchasers by intelligent solicitors, by specimen copies or by premiums or voting contests, that are only to be looked upon as methods of advertising, to be backed up by the high quality of the paper. If a publisher depends on anything without the desired qualities and merits of his goods for success, failure is almost certain.

"Keep Tab," is one of the essentials of the commercial department. "Keep tab" on subscribers and on those who should be subscribers and keep after them. "Keep Tab," on advertisers, and prospective advertisers and on all who should be advertisers. Keep a book in which the names of all such are entered and then "keep tab" on the advertising sent them and the calls made upon them. Have sufficient space at the right of the names, to make memoranda as to existing contracts and when they expire, and of the times during the year when more advertising is likely to prove useful, or to be desired, and for the entry of the reasons given for not advertising and of the times when non-advertisers can best be approached and how. "Keep tab" on all sales and expenditures, on the cost of every branch of the business so as to know what advertising space costs the office and how much should be charged therefor, and then keep everlastingly at it. I once heard a circulation manager state that it was the rule in his office, to make it impossible for any one in the field covered, not to have an opportunity presented to, or urged upon, him to buy the paper. The same rule should apply to the advertising. The commercial business and bookkeeping departments must keep the tab, not only on all expenditures, but on all leaks and failures. Do not think for an instant, that these things are less worthy or less important than are the writing of editorials or securing the news. The newspaper is a trinity of departments that are interdependent as are the members of one body. Neither can be neglected without injury or injustice to the other. There is no greater calling on earth and it is all powerful in its work and the results are unending in their influence, but a weakness in one part, like the weakness in the link of a chain, makes the whole weak. Honor your work and it will honor you, and give you power, an honored name, and genuine loving respect much to be preferred above that coming from the holding of any public office. It will bring much gratification, a satisfying competency and a worthy success. I thank you.

VALUABLE AND USEFUL BOOK FREE.

"Aid to Shippers" is the title of a 72-page book containing a quantity of information of value to all engaged in the export or import trade. The book is issued by Oelrichs & Co., of New York, for more than forty years the American representatives of the North American Lloyd Steamship Company, who by reason of long experience are qualified to advise.

The table of foreign moneys with United States equivalents together with weights, measurements, tariffs, customs requirements, etc., etc., will be found of great value.

"Aids to Shippers" will be sent, postpaid, on request to Oelrichs & Co., Forwarding Department, 5 Greenwich St., New York.

"COUNTRY CORRESPONDENCE"

[Paper read by E. R. Purcell, editor of the *Chief*, at Broken Bow, Nebraska, before the meeting of the Nebraska State Press Association held at Grand Island, Nebr.]

AFTER many years of active newspaper work in Nebraska I have become firmly convinced that the country correspondent is absolutely necessary to the success of the country weekly. If you will look over the exchanges which come to your table, you will find a comparatively small per cent which steadily maintain a heavy correspondence department. But if you will talk with the editors who have a few correspondents, you will, in most cases, find they are clamoring for more.

Any good local paper will have a good local support, but if you would permanently extend your circulation beyond the limits of your readers who make your town their weekly trading point, you must secure news that they are directly interested in. The most effective way to secure this news is by country correspondence.

If you are going to make the correspondence department an attractive feature, go at it with a system—with some definite plan outlined and work to that plan. I take a map of my county and mark the localities where I want the news. Near my home of Broken Bow my correspondents are thicker than in the outlying districts. I have them as close as three miles and as far away as thirty-five miles. It is surprising how much news the near-by correspondent will get that you haven't heard of.

Care should be taken not to get your correspondents located too near each other. But there is far more danger of their being too thinly than too thickly sprinkled over the territory you seek to cover.

It pays to get the happenings of your neighboring towns as well as from the country districts, no matter whether they are larger or smaller places than your own and no matter whether those towns have a paper or not. Don't clip the news from an exchange. Get it from a live correspondent. You need not be afraid of cutting in on the business of your brother editor located ten or fifteen miles away. You cannot take away his home subscriber any more than he can take away yours. Your home people are interested in the important events of the neighboring towns and your subscribers will all admire your enterprise.

I keep an accurate record of my correspondents, which shows the dates throughout the year that each one has sent in items. This record is posted by means of check marks and it takes probably ten or fifteen minutes each week to post it. A glance at this book will at any time tell me just what each correspondent is doing and enables me to keep in close touch with this department.

During 1908 I published 1,109 letters of correspondents, making an average of 21 each week. So far as I know this is the largest volume of correspondence published by any country weekly in the state. When I tell you that this average has been maintained, covering a period of a number of years, you can perhaps guess why it is that my circulation has reached 2,900 copies.

One of the fraternity said to me a short time ago, "Your theory of handling twenty letters of correspondence each week may be all right for the fellow with the Linotype, but it does not sound good to the follow who is up against hand composition." Let me tell you it will put a Linotype machine in your office quicker than any other method you can pursue. It has been a great factor in helping to equip my office. It will do the same for you.

I have received quite a number of inquiries from the fraternity asking how I maintain so much correspondence and how I pay the contributors. The securing of correspondents is a lottery. Quite a per cent of those you ask to act in that capacity are not a success. But those who apply for the place voluntarily, usually make good. I now have 45 correspondents on my list, and I seldom have to ask for a new one. I have many applications on file, asking for the place in case of vacancy. If a correspondent contemplates leaving the neighborhood, I usually have the place filled in advance, with applications to spare.

I cannot tell you what class of people are most desirable. In most cases the young lady, generally the schoolteacher, is the easiest to secure and many of them make good. My three best correspondents are two ladies, both past fifty years of age, and one young man, a schoolteacher. One of the ladies tells me she never went to school but three months in her life and her copy indicates that she is telling the truth. However, she possesses that peculiar faculty of gathering news and when, after a thorough renovating, her items appear in print, the people in her community declare that she is a natural-born journalist. These three correspondents mentioned are located respectively ten, twenty and thirty miles from Broken Bow, and my combined list at these three postoffices is 450. The continuous publishing of the news of these three points has probably secured and held more subscribers at these three postoffices than all my efforts in other departments of the paper have accomplished.

I have two correspondents who have been with me for over fifteen years and they rarely miss an issue. Fifteen or twenty of them have been on the staff over five years.

Now, in regard to the paying of correspondents. Money does not buy competent service in this line of work. The correspondent writes for the paper because he likes the work. The country weekly cannot pay for this service. The cost of getting the news added to the cost of publishing it makes it prohibitive. The person who writes for the paper because he likes the work is sure to make good, while the one who goes into it from a mercenary standpoint soon tires of the job and after a few weeks or months, you will find your paper not represented at that point. During my twenty years of newspaper work I have never paid a correspondent. I try to impress them with the fact that I appreciate their work and that their community is benefited by the good, wholesome news items they contribute. At Christmas time I always send each one a small remembrance and their acknowledgments show marked appreciation.

In summing up whatever success I have attained in newspaper work, I am compelled to give my country correspondents much of the credit and when a subscriber living twenty or twenty-five miles away tells me he intended to stop the paper, but that his wife wanted to continue it because it prints the news in their immediate neighborhood, it makes me feel that I am a pretty small and the correspondent a pretty large factor in my subscription building.

The hardest feature to deal with in this department is to hold down the writer who persists in dealing in personalities, or who writes an objectionable item and words it so cleverly that only those who know the cir-

cumstances, can understand the intended thrust. Then, there is the writer who tries, through the news columns, to regulate the affairs of his neighborhood and also the writer who will mention only the names of a few friends and ignore good items because of personal spite.

I do not have a long list of rules for correspondents, but I have a few emphatic ones. They are: "Get good, wholesome items;" "Avoid personalities;" "Be accurate;" "Sign your name."

I do not allow correspondents to get into a controversy with each other. I do not allow nom de plume signatures to appear at the bottom of correspondence, and I promptly cut out or revise any item that is questionable. The new correspondent soon learns what goes and what does not and he either falls into line and gathers legitimate news or quits writing.

Under no circumstance do I allow political matter to creep into correspondence. It is a frequent occurrence, during a political campaign, for a candidate to induce the correspondent to include a hot boom for himself in the regular batch of items. Politics will bring the correspondence department into disrepute quicker than anything else and the rule barring it should be ironclad.

The editor who deals with a large bunch of correspondents is sure to have some queer experiences. During the year of the drouth when aid was shipped from all over creation into my county, a couple of wealthy Dutchmen persisted in drawing rations along with the destitute people. My correspondent from that neighborhood wrote me about it and I instructed him to give them a column, just for luck. This he did and the job was a good one. The Dutchmen were greatly excited over the article, and after their failure to locate the identity of the correspondent, they sent word that they would come to town in a few days and mop the streets with me. They had a well-established reputation for making good on threats of this kind, and as the matter had become the talk of the town, my friends volunteered to watch for them and take a hand in the mopping business when they appeared. The Dutchmen learned that there would be something doing if they came and they sent word that their wives would do the job. The situation at once changed. My friends deserted me and insisted that the women should have a fair chance and that the fight should be to a finish. I am still congratulating myself that I was out of town when the ladies called.

There are three principal departments to the country weekly, the local, the editorial and the correspondence. A good local page is indispensable. It must be maintained. A great per cent of the country weeklies are not able to give liberal space to both editorial and correspondence. If you have to choose between them, by all means stay with the correspondence. When you delve into state or national politics you have as competitors the ablest of writers and your paper is in competition with the state weekly that runs many times as much state news and sells for a fraction of what yours brings. If you devote your space to the news of your county the low-priced daily or the state weekly cannot compete with you. They are in another class.

I have no fault to find with the fellow who devotes the greater part of his composition to editorial matter. It no dout affords him plenty of satisfaction, and if he is fortunate enough to have wealthy and kind-hearted relatives, he perhaps can keep his paper going. But if he could follow his paper to the rural home and watch it as it passes among the various members of the household, he would find that "Prairie Center" items are vastly more popular there than the columns of heavy editorial that he has burnt midnight oil in getting up.

The country correspondent is a subscription builder. He will increase your advertising and advance your rate. He will make your dollar paper sell for a dollar and a half and will put new material and new machinery into your office. He is the fellow I tied to some years ago and I am mighty glad I cultivated his acquaintance.

ITEMS OF INTEREST

The Illinois Press Association has accepted an invitation to meet in Ottawa on June 16, 17, and 18. The "For Ottawa" Club has the matter of preparing for their entertainment well in hand.

I. V. Park, who for years figured prominently in Joliet, Ill., and who had been editor and publisher of nemerous newspapers in that city, passed away in his home in Cincinnati, Ohio, last week, after an illness extending back two years. Death was due to meningitiss.

The Wisconsin *Leader* of Merrillan, Wis., has been purchased from R. H. Gile of Milwaukee by local business men. The plant will be equipped with new equipment and the force increased. The Wisconsin *Leader* was founded in 1875. J. M. Axtell, formerly of Pepin, will be the manager.

Through the retirement of Glen Griswoold from the Berrien Springs, Mich. *Era.* one of the strongest, if not the strongest, weekly papers published in the country, J. M. Russe of the Benton Harbor *News Palladium,* is to become connected with the *Era* in the capacity of editor and general manager.

J. K. Spier died at Bloomington, Ill., last week, aged 78. He was for many years interested in the Indianapolis *Sentinel* and was later publisher of the *Indiana Sun.* During Cleveland's first administration he was timber inspector for Wisconsin. In his early years he was a minister of the Christian church.

The Merrill, Wis., *Daily Herald,* which was started about a year ago by W. R. Jaeger of Wausau, has been sold to a party of Merrill business men. Postmaster C. N. Johnson, formerly editor of the Merrill *Advocate,* and others are interested. It will be enlarged and made to rank with the best of the county dailies of the state.

The American Press Association has concluded arrangements to open a branch in Des Moines to supply its Iowa patronage. Several hundred papers in Iowa are supplied with plate matter by the American press, either from Omaha or Chicago. A Des Moines branch will be an accomodation all around. It will bring to Des Moines a large force of editors, stereotypers and printers.

Notices have been sent out by the officials of the Illinois Central Railroad to the effect that in the near future the Illinois Central Railroad will begin the publication of a magazine. The first issue will probably appear in a month or two. L. B. Mackenzie has been appointed managing editor. The magazine will be published in Chicago. It will be distributed among the employes monthly without cost to them.

THE NEBRASKA EDITORS

ONE of the most profitable conventions of the Nebraska Press Association was held at the beautiful, growing city of Grand Island, Feb. 22, 23 and 24. The *Daily Independent* of that city gave very instructive and extended accounts of the meetings for the benefit of its readers.

Every one is reached by the home newspaper, and should be instructed in the principles and methods of its production. The people can help in the making a valuable, interesting newspaper, and should be made to understand that its usefulness and interest is very largely dependent on those for whom it is published. There should be perfect accord and helpful co-operation between the newspaper and its constituents. The newspaper, while a private enterprise, is, in a very wide and important sense, a public enterprise for the service of the community and all its worthy institutions and enterprises, including the schools and the churches in all their legitimate efforts for improvement, betterment and advancement. The citizens should be taken into full confidence by the newspapers and should be made to understand that it is safe and wise to be always candid and open with its editors and its representatives. Newspaper men, who are worthy of the name, never betray confidences or print anything that ought not to be published, if dealt with fairly. Concealment or lack of entire openness may lead to incorrect reports, but the news will, sooner or later, be told, and much good service can be secured by intelligent, fair, helpful treatment of editors, reporters or correspondents. A broader understanding between the people and the press cannot prove otherwise than beneficial to both.

The first meeting of the Nebraska association was opened with an appropriate prayer by Rev. Luther L. Lippe, pastor of the English Lutheran Church. It is well for the clergy to be recognized and to take part on such occasions. They should feel that the members of the press, no less than the ministers, are engaged in a work for the good and uplift of men. Mayor Schuff welcomed the editors, recognized the usefulness of the newspaper in securing better conditions in city government, and alluded "to the mighty power for good that could be wielded by a free press." President L. A. Varner responded, assuring the mayor that the editors appreciated the city, its institutions, its people and its welcome and would do the fair thing thereby.

A piano solo was then enjoyed, after which Mr. A. L. Bixby, of the *State Journal*, a veteran newspaper man, was introduced "as one of the oldest members, our beloved Bix," and read the annual poem. He portrayed the comfortable lives of the farmers, the business men, the lawyers and the doctors, and continued to deal with the editorial calling, in the following lines, by way of contrast, portraying the arduous duties and heavy responsibilities of the newspaper man:

> But we, the members of the press, are not
> Permitted thus to toil in grooves defined,
> So restful both to body and to mind.
> Not only must we toil for bread to eat—
> Work like the devil to make both ends meet—
> But it is ours with weary heart and brain,
> To strive to please, enlighten, entertain,
> Instruct, inspire and in some way make shift
> To be a factor in the world's uplift.
> And then, we owe this duty to the state,
> To groom the politican-featherweight,
> And in this manner turn a clever trick
> To serve the party—oh, the conscience-prick
> When he for whom we shed our blood, alas,
> Turns out to be no statesman, but an ass,
> For whom, instead of classing with the wise,
> We pour on ashes and apologize.
> Not that it always turns out so, praised be,
> Great glory is the lot of you or me
> When one for whom we shed the crimson ink,
> Makes good as has, for instance, Mr. Sink.
> In what that man has done we all take pride—
> Sheets nine feet long (and forty-five feet wide)—
> Have been the dream of many a gay old sport
> Who tried to rest in sheets a foot too short.
> I will not strive to recapitulate
> The varied duties that upon us wait;
> The pleasures and the pains; the love and hate,
> That through our daily efforts alternate.
> So many tastes to cater to, it's plain
> An effort to please all must be in vain.
> Our duty clearly is to print the news,
> Be brave enough to give our honest views.

Business was taken up and Mr. H. M. Bushnell of the *Trade Review*, Lincoln, was appointed to compile a history of the Nebraska Press. The State Historical Society, it was stated, had appropriated $1,000 for the publication of the book and the association arranged, through the appointment of a committee, for the raising of an additional $500. This consumed the time of the first morning session.

The Grand Island *Daily Independent* gave the following account of the subsequent proceedings:

The convention upon reassembling listened to an address by Editor Bushnell of the Lincoln *Trade Review*, who is also president of the State Association of Commercial Clubs. Mr. Bushnell reviewed the action of the association in departing, some years ago, at Kearney, from a former custom, and taking up public questions. At that meeting the anti-pass question was taken up. The matter was discussed, the convention resolved against the system, the newspapers more unitedly waged a campaign against it and had no little to do with the final passing of an act displacing this discriminating system: Mr. Bushnell thought that similar steps should be taken with reference to "The Conservation of Natural Resources," which was the theme of a most interesting address. Mr. Bushnell is an ardent student of such questions and his remarks were very highly appreciated.

There followed a most carefully and thoroughly prepared paper on "The Relation of the Newspaper to Politics" by Mr. Will Owen Jones, of the Nebraska State *Journal*, one of the ablest editors in the state. Mr. Jones reviewed newspaperdom with special reference to its political relations for

nearly a century and has obviously given the subject much research. The paper was a strong plea for reliability, truthfulness and the elimination of political prejudice and all "fake" work in reportorial and editorial work.

One of the features of the convention was the address by Mr. B. B. Herbert, a veteran journalist, and editor of the National Printer-Journalist of Chicago. Mr. Herbert covered the entire field of newspaper work, placing the news columns as the strongest feature. He detailed what he thought was good news, and commented approvingly on country correspondence. The editorial, the business and the mechanical ends of the business with their many sub-divisions were also carefully reviewed and the address was most attentively listened to and enjoyed.

The program, as have been all others, was interspersed by music by local talent and every number was heartily appreciated.

The afternoon's session closed at 4 o'clock when the visitors were taken by a special train, furnished by the Commercial Club through the courtesy of Trainmaster Cornell of the Union Pacific and Assistant Superintendent Flynn of the Burlington, and accompanied also by Agents Loucks and Connor and Mayor Schuff and the local press men, to the Soldiers' Home. The visitors were generally impressed with the importance of the institution. Commandant Barnes addressed them briefly in his office and committees of members and of the ladies of the Home took the party about in groups, Dr. Duncan and other officers and attaches of the Home, joining and showing every courtesy. The party returned at about 6 P. M.

On the morning of the 24th, after an opening musical number, Mr. A. B. Wood of the Gering *Courier* read an interesting paper on "Sidelines for a Country Printer." His paper had many good suggestions in the line of making both ends meet, and then some, for the country publisher.

A paper, handling the advertising, was next read and discussed.

Among other features of the morning session was the presentation by Mr. Carr, of Omaha, of an invitation by the Elks' organization of that city, to the members of the State Press Association(to attend the festivities given under the auspices of the Elks at Omaha in April. The invitation was received with thanks.

Mr. Carr later addressed the convention on the subject of the advertising agency's relations with the publisher.

In the afternoon, under the escort of Mrs. W. H. Harrisson and Mrs. C. G. Ryan the ladies of the convention were given a drive about the city.

A paper on "Benefits of County Organization," by E. E. Correll of the Hebron Journal, was vigorously discussed by the membership.

The election of officers resulted as follows: President, N. J. Ludi, of Wahoo; Vice-President, A. B. Wood, of Gering; Secretary, C. C. Johns, of Wood River.

A lively discussion at the final session of the annual convention of the Nebraska State Press Association, was occasioned by the following resolution:

Whereas, In the deliberate judgment of this association, such contemplated change would not tend to raise the standard of politics nor to enhance the purity of the ballot box, therefore be it

Resolved, That we, as an association most strongly insist that any legislation tending to facilitate the participation of a member of one political party in the caucus or primary of another party is not in the interest of good government nor calculated to promote the welfare of the people and would offer, in fact, a premium upon political dishonesty and prostitution.

The adoption of the resolution was contended for by the resolutions committee headed by Mr. Elliott of the West Point *Republican* and an intense debate followed, led for the negative by Mr. Maupin, the labor commissioner. Many of the progressive members of the association who believed heartily in the resolution, did not, however, advocate its adoption, but were contrarily inclined, on the ground that its adoption would tend to offend many members and while only plain facts were set forth, this was not the place for such action. President Ludi's final ruling the motion to adopt this resolution, out of order, was not appealed from.

The convention adopted the following further resolutions:

Whereas, Carefully compiled statistics show the average yield of corn per acre in the state of Nebraska is about twenty-three bushels and should this yield be increased through education of the farmer as to the proper selection of seed and adopting improved methods of cultivation, even to the extent of five bushels to the acre, it will mean an annual increase in the wealth of the state by this means alone, an amount in excess of $20,000,000, a wealth in which all citizens of the state would participate directly and indirectly, be it

Resolved, That this association commend and approve the efforts of the National Corn Growers' Association to establish in the west, an annual corn exposition, national and educational in character, and that the membership of this association individually and collectively give their moral support in behalf of this highly commendable movement.

Whereas, The retiring president of this association, Mr. L. A. Varner of the Sterling *Sun*, after long and honorable service as an editor and publisher and twenty-two years of loyal and enthusiastic membership in this association, has arranged to sell his newspaper and temporarily retire from the publishing business.

Resolved, That we learn of this contemplated retirement with deep regret and feel that the editorial profession of this state will sustain an appreciable loss from the retirement of Mr. Varner from active editorial work.

Resolved, That we extend hearty good wishes to Mr. Varner and hope he will continue his membership in and earnest support of this association.

Resolved, That we lay the flattering unction to our souls, that the 37th annual session of the Nebraska Press Association in attendance and environment has been one of unusual profit and pleasure.

Resolved, That we commend the officers of the association for faithful attention to duty and especially for preparing a program of real interest and practical benefit to the members.

Whereas, C. S. Paine, secretary of the Nebraska State Historical Society, has been appointed to receive subscriptions to the fund to provide for the publication of a history of the Nebraska *Press* of which Hon. H. M. Bushnell is to be the editor.

And Whereas, The money to defray the expense of such publication must be raised among active newspaper men of the state, therefore be it

Resolved, That as members of this association we pledge our hearty support to this enterprise and bespeak for its promoters the cordial co-operation of every editor and publisher in the state.

Resolved, That we commend the work of the State Historical Society in gathering and preserving newspaper files and endorse their effort to secure a fire proof building to protect these collections.

Resolved, That we heartily appreciate the generous welcome given by Mayor Schuff, the citizens of Grand Island, Editors Buechler and Curran and their able corps of associate publishers; that we have reason to feel profoundly grateful to the Commercial Club for the splendid reception and banquet tendered; to the Elks' Club for the use of its handsome

and commodious quarters, and to the ladies and gentlemen furnishing such excellent music; that we appreciate the Burlington railway in placing a special train at the disposal of the members, thereby enabling them to view the Soldiers' Home; and to all who dwell within the gates of this splendid city of prairies, our thanks are due and hereby expressed for the many acts of kindness, consideration and attention.

Resolved, That we tender our sincere thanks to B. B. Herbert of Chicago, for his excellent address and for the words of advice and wisdom which came from the father of the National Editorial Association, during his attendance at our meeting.

Resolved, That it was with extreme regret that we learned, during the year, of the demise of a veteran newspaper man of this State, as also a pioneer and founder of his own community, the Hon. Fred Hedde, former owner of the *Independent* and founder of the daily edition, and extend herewith our sincere condolence with his mourning wife.

Respectfully submitted,

J. C. Elliott, West Point *Republican.*
Frank O. Edgecombe, Geneva *Signal.*
Adam Breede, Hastings *Tribune.*

Music was a feature of the convention programs, the various numbers being very heartily received, and many expressions of appreciation of this innovation were heard on all sides.

The banquet tendered by the Commercial Club to the members of the visiting Press Association, at the Liederkranz Hall, was a most delightful and successful affair. The menu, in the hands of the Women's Park Association, and the serving, done by a corps of very charming young women as assistants, under the able guidance of the ladies, was all that could be desired. The decorations were unique. Newspapers and the American flag played the chief part in adorning the hall, while on the tables, where the color scheme of pink and white was carried out, there were placed carnations at each place, and the very original menu card, which was printed in imitation of a newspaper, with "specials" dated 1,000 years hence.

The "make-up" was quite technical, and readily appreciated by the editors. The Popular Orchestra furnished an excellent program during the courses, and the music was repeatedly applauded. Mr. C. G. Ryan, president of the Commercial Club, asquitted himself brilliantly as toastmaster. The first toast, "How to Expand" was responded to by Mr. F. O. Edgecomb, followed by Mr. J. C. Elliott, who had the very vital topic, "The Editor's Hereafter," and Mr. M. A. Brown, of Kearney, spoke on "Let the Office Seek the Man." In the place of Mr. R. L. Metcalf, of Lincoln, who was unable to be present, the company had the pleasure of hearing the inimitable Mr. Bixby, who, it is needless to say, made a most acceptable substitute. The only woman editor in the State, Miss Chattie M. Coleman, of Stromsburg, responded very happily to the toast, "The Lords of Creation." Another substitution was made necessary by the enforced absence of Mr. A. L. Gale, of Lincoln, whose place was taken by W. M. Maupin of Lincoln. Mr. Maupin, as well as the other speakers made many kindly remarks about the cordiality of their reception by Grand Islanders, and paid a very glowing tribute to the State of Nebraska. The last toast was that of the retiring president, Mr. L. A. Varner of Sterling, who spoke "For the Good of the Order."

PLEASING COMMENT AND POESY.

The *Independent* published the following from Mr. A. L. Bixby, in its issue of Feb. 26th:

Grand Island's hospitality was again strongly emphasized at the banquet board, where at a sensible hour a sensible, substantial and tasty banquet was served by the ladies of the City Improvement Club. The room was appropriately decorated with newspapers, and the menu was printed in terms that newspaper men alone could understand, and that without being able to interpret the meaning as applied to food. The toast list was not so long as to be tiresome, and right here I want to express the opinion that a banquet room is no place for a long-winded exegesis requiring exhaustive effort on the part of the speaker to keep a-going and the same on the part of the listeners to keep awake. Speeches, that go with a spread, ought to be short, sharp and decisive, like a campaign for a county office. Newspaper boys generally know when to let up, and their knowledge was happily put to good use on this occasion. Of the several speakers on the list, whom the witty toastmaster wittily introduced, Miss Coleman of the Stromsburg *Headlight,* was easily the star. Her subject was the men; and being, an old maid, she took advantage of the situation to hand the brethren a package from the tree of the genius citrus. She had no man, she said, didn't need one, didn't want one, wouldn't have one, but if she did have one she "wouldn't take a million dollars for him."

The thirty-seventh annual meeting of the association began, continued and finished with the best of feeling prevailing among the members.

It is a joy when brethren meet,
The brethren of the press,
To laugh and joke and talk and eat,
And make their troubles less,

By soul-diverting thoughts that lift
The eyes of everyone
Where they can see the silver rift
In clouds that hide the sun.

It isn't all of life to take
All time for business care;
To be forever on the make
Instead of on the square.

We ought to know each other well
While on this earth we mix,
And when we die and go to heaven
'Twon't be so lonely. BIX.

CIRCULATION.

THE HEART OF THE NEWSPAPER.

If there is a subject that will interest every publisher, it is circulation. It may seem to some publishers, mere child's play, yet today it stands foremost in the rank of what goes to make a newspaper.

To better themselves, to become more valuable to their employers, and to broaden their knowlege, the circulators from all parts of the United States, Canada and Mexico will convene in Cleveland for their Eleventh Annual Convention on June 15 for a three days' session.

The most interesting and beneficial program of the National Association Managers Newspaper Circulation will be that at the coming convention. Subjects that cover the successes and failures of more than 200 leading dailies in North America will be taken up and thrashed over. Articles backed by a life's work will be read. Addresses by prominent publishers and newspaper workers will be delivered.

Cleveland, Ohio, is the place of meeting, June 15, 16 and 17 are the dates. All live dailies who are interested in circulation should have a representative presnt.

THE FIRST PUBLISHER.

Mr. George R. Sims told the Associateed Newsagents recently that Eve was the first publisher, when she produced the *Drapery Record.*

THE RURAL EDITOR

The following is from a poem, written by Mr. J. Dumars, and read before the meeting of the Ohio Editorial Association at its sixth annual meeting in Dayton on January 19, 1859, and republished by the Springfield, O., *News*. It contains thoughts and hints of interest and value to all newspaper makers even in this year of 1909:

Once on a time—so run all tale prefaces—
(I make no mention here of dates or places,)
I knew an Editor—'twas long ago.

* * * * * *

Forth came his paper, neatly launched and freighted,
And when it came, the village was elated;
Ignoring party, in a party sense,
Avoiding all that might excite offense,
It praised the town, its prospects, its advances,
Its enterprise, resources and finances;
It praised the schools, the teachers so profound,
Until their fame was known for miles around;
It praised the village parson's eloquence,
His modest bearing, lack of all pretence;
But most his learning and his solid sense;
So it fell out, between the spring and fall,
That worthy from the city had a call,
With such an offer for his preach-ed word,
That he felt sure that call was from the Lord;
It praised the doctors as uncommon skill'd,
Adding with great suaviter and grace,
Their treatment cured more people than it kill'd;
It spoke—and of its truth some doubts will spring—
Of honest lawyers—an uncommon case.
In short, it praised so well, that people grew
To think that praise was merited and due;
It was his fault, and grew from an excess
Of aim to please and profit—nothing less:
And had been to self but half a friend
He was to others, he had met an end
That you might safely aim at and commend.

His influence was felt—the town's fair fame,
With all who read his paper, found a name;
The city pleasurists resorted there,
Enjoyed its quiet and its healthy air;
The artist came, and sketched such charming scenes,
That they were sought to grace the magazines;
And thither, too, came men of enterprise—
Blocks rose on blocks, and mills and factories,
Hotels palatial, and stores that vied
With those on Broadway, or along Cheapside,
In brief, the town, that ere the printer came,
Had scarce "a local habitation or a name,"
As though 'twere touched by magic, grew to be
An inland city.

* * * * *

A bunch of bad segars, that some one sends,
Expecting thrice their value in a "local;"
Unopened invitations from his friends,
Asking his presence at a concert vocal,
Or at a lecture, party, hop or ball,
At such a date (please mention) and such Hall;
Novels and books not worth a decent rating,
Sent out—they send few others but for cash—
By eastern firms, who take that way of baiting
The country press to advertise their trash;
In short, an hundred things by men devised
To get their baubles cheaply advertised,
There, patient toiler! ever at his work,
Himself his foreman, publisher and clerk,
He labored hard—few men had labored harder—
Grew lean in person, leaner in his larder;
And still he toiled, from dawn to twilight gray,
The first of men to court—the last to pay!
Some said that he was rich—it might be true,
Provided that you reckoned what was due;
But this his dearest friends both said and knew—
His wants were many, but his dimes were few.
His paper-bills came in, which must be paid,
So, to delinquents he appealed for aid;
He would take pork, potatoes, corn or oats,
Axe-helves or hoop poles, or, at worst, their notes
In short, take anything they had to pay,
Provided it was brought by such a day.

And thus he turned short corners, always pressed,
A sad example of Pope's sagest saw,
"Man never is, but always to be blessed,"
The victim of a fate that knows no law.
Beset by butchers, by his baker teased,
By creditors besieged, by bailiffs squeezed,
He yielded slowly, in the desperate strife,
His dingy office and his troubled life,
And gave to quiet earth and modest stones
His many virtues and his aching bones.
Some generous friends have built a cenotaph
Of spotless marble o'er the sleeper's breast,
On which the passer reads this epitaph:
"Here lies a man who died of too much trust!"

'Tis a plain story, rather roughly told,
Of one who trusted others and was "sold;"
By hope allured, in turn by fear assailed.
He gave credit all he had, and failed.
The moral you can draw. The Country Press
Should seek for independence—nothing less.
Ready to aid the good, sustain the wise,
Direct and counsel proper enterprise,
Revealing to the public gaze the way
Where toil may profit, and where skill will pay,
Where revenues are reaped and fortunes grown,
But should be careful to preserve its own.

The Country Press! though limited its sphere
Of influence, demands attention here,
Where it is free, the people will be free;
Where it is pure, the people will be pure;
Where shines the light, there liberty shall be;
Where it stands firm, there freedom shall endure.
In the great march of mind it leads the van,
The guard of public right, the friend of man.
Though humble toilers, they are not the least
Who sow the seed and garner for the feast;
By little means the noblest ends are gained,
By small advances victories attained.
Look to the sea; from out its wastes arise
Fair isles of beauty, kissed by summer skies;
Mere specks at first, they part the rippling seas,
Bald, barren rocks then rise by slow degrees,
And here extends a shoal, and there an arm,
Here swells a hill, there sinks a valley warm;
Along its beach clings fast the floating weed,
And spicy winds waft down the feathery seed;
To ardent suns succeed the gentle rains,
Green grow the hills, and flowers adorn the plains;
Fair trees spring up to whisper with the breeze,
And flashing fountains leap to join the seas,
Where birds of song with sweetst music come,
And build their nests and make their happy home;
And there it stands! a glory mid the isles,
Where spring eternal sheds her sweetest smiles;
Through centuries its builders toiled to raise
Another Eden in the later days;
A new creation under heaven's dome,
Where Love might dwell, and Virtue find a home;
Their toil was humble 'neath the surging flood,
Their aim was noble and the end was good.

O. humble toilers! ye who guide the press,
Though slow the progress, sure will be success.
Patient in labor, strong in hope; in faith
Outreachiing time, and circumstances, and death,
Be yours the aim, by Heaven at first designed,
To raise to higher range of thought the mind,
Building amid the floods of selfish life,
The storms of passion and the waves of strife,
A fairer island in each human soul,
Where Love shall dwell, and Virtue have control,
An Eden blessed, and fairer than the old,
By poets sung, by prophet lips foretold,
The home of Innocence, Religion's shrine,
Where God may reign, and Man become divine.

"When I send out manuscripts," said the conceited youth, "the editor always finds something he can use."

"I see," answered Miss Cayenne. "You enclose stamps."
—*Ideas.*

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

I HAVE a friend down at Boscobel, Wisconsin, who (barring myself, of course) is about as smart a newspaper man as there is in these parts. I'm writing about a man I've mentioned before: Verne S. Pease, the brilliant and versatile editor and manager of the Boscobel *Dial-Enterprise*—the "Pease who knows beans." Along last winter sometime this splendid friend of mine wrote a little squib of an editorial on the subject of the suppression of news—which was only one of such prodigious effusions as apparently flow spontaneous from his inspired penpoint whenever he dips that mighty weapon of prose and poesy into a pot of ink, and which was so Horace Greeley-like that it really created a sensation. Now, while my friend enjoys more than the proverbial fate of the true prophet, inasmuch as many of those in his own home have sat up and taken notice of much that he has said and done, to be sure, I don't mean to intimate that this particular editorial of his created much of a stir hereabouts, for the stunt of stirring adjacent souls is seldom accomplished by seer or sage; but the thing got into the daily papers—even the big dailies of Chicago and New York. None of the critics had anything but compliments for the idea—and it never got a praise amiss, I ween. It's a big subject, this suppression of news for the pleasure of one reader to the limitation of the information of the many—too big a subject, in fact, for proper discussion in a single introductory paragraph for a department of newspaper review. It is an idea, however, that will be conceded as most appropriate and suitable in these columns, and one to which I seriously invite the critical thought of my fellow editors. Editor Pease made his declaration of independence in the matter, affirming his right and resolution hereafter and henceforth to give the many *Dial-Enterprise* readers all such news as is fit to print irrespective of the whims and caprices of the few; and those of us who will look the question over in the logical light of fairness and reason must agree, I think, that Brother Pease is right, even as Horace Greeley was right, in the same premises, before him.

In my February installment of "Newspaper Criticisms" I asked, in reviewing the Centralia, Washington, *Daily Chronicle*, that Brother Crawford, who is the managing editor of this enterprising sheet, kindly tell me "how it happened" that the *Chronicle*, which I remembered as a weekly publication, was now the *Daily Chronicle*. Hence, and therefore, is the reply which this request provoked:

CENTRALIA, WASH., February 17, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Referring to your paragraph in the NATIONAL PRINTER-JOURNALIST regarding the Christmas number of the *Daily Chronicle*, we want to enter an emphatic protest against your hasty criticism of the display advertising contained therein. The edition of December 24th was not really in the nature of a special edition. Several weeks previous to its publication we had ordered colored covers and our solicitor in gathering advertising for these covers found that the demand for space far exceeded the amount available. He was instructed to accept all the advertising offered, with the result that the size of the edition was expanded from twelve to twenty pages. This additional work had to be done by our usual force, in three days' time. Our ad compositor, with the assistance of a boy, had to put up about fifty columns of ads in three days, besides setting the regular run of advertising for the paper each day. Bearing these facts in mind, we ask you to take another look at our Christmas edition. All the work on it was done hurriedly, yet we think that it is a fairly good production.

You ask, since when did the *Chronicle* become a daily? You say that you remember it as a weekly, and you request that we tell you all about how it happened. That would make quite a long story, but we will give you the principal facts.

Two years ago the *Chronicle* was a weekly. You could repeat a thread-bare joke and spell it the other way. A copy of an issue of two years ago is sent to you by this mail, together with recent copies.

The writer took charge of the *Chronicle* in July, 1907, and at once put in a new plant and reorganized the force. The intention, of course, was to make it a daily paper. Conditions did not seem to be ripe for such a change, but as a preliminary step the paper was made a twice-a-week publication about four months after it changed hands. On May first, last year, the final step was taken and since then the paper has appeared as *The Daily Chronicle*.

One thing which is worth noting regarding the change in publication is that the weekly, afterwards twice-a-week, was carried into the daily. This is an unusual thing to do, but local conditions warranted such a radical change. The wisdom of it was doubted by some, but such doubts were removed by its success. The circulation of the *Chronicle* in July, 1907, was about 700. In April, 1908, it had grown to 1,250. In carrying this circulation into the daily we expected to lose about 400; but the loss never exceeded 200. Now it is up to over 1,400, and still growing.

Had we continued the weekly it is doubtful if the daily would have today more than 500 subscribers. The weekly would have sapped the life from the daily and left it an unprofitable proposition. With its circulation always above the thousand mark, and constantly growing, the *Daily Chronicle* has been a profitable advertising medium—profitable both to the publishers and the advertisers.

The *Daily Chronicle* was at first published as a six-column, four-page paper. During the heavy advertising season eight pages were printed for each issue. A few weeks ago we changed to the standard seven-column page.

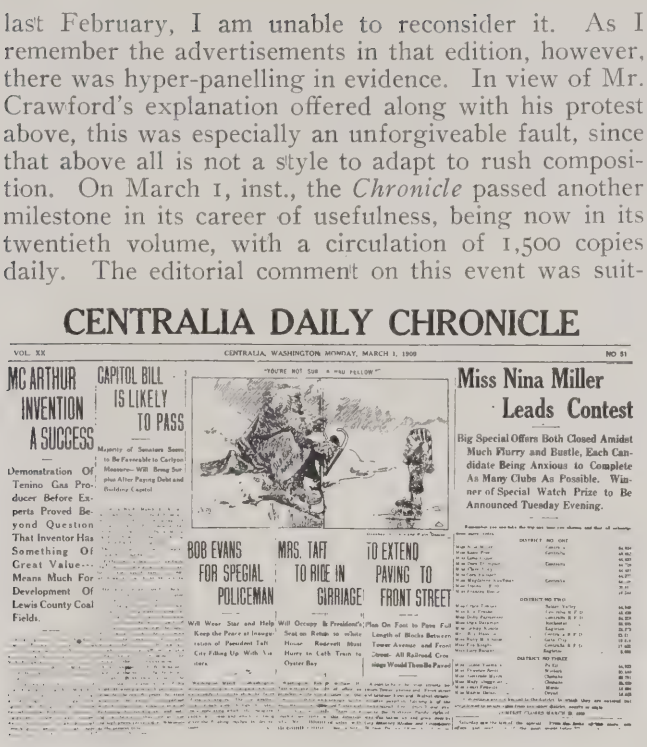
This is "about how it happened." But, back of it all, is a story of good, earnest, hard work. And as the business grows week by week there is need for even more strenuous endeavors. That's what brings success; and it will almost certainly bring it in any field.

A bunch of copies of various issues of the *Daily Chronicle* goes to your address with this mail. Yours truly,

THOMAS CRAWFORD,
Managing Editor.

The story of the success and growth of the *Chronicle* is an interesting one, that we must all concede—but have any of us missed that didactic closing paragraph? "Back of it all," says Editor Crawford, "is a story of good, earnest, hard work." The same story that is back of every legitimate newspaper success. In exhibit (1) I show the upper half of the first page of the latest edition of this excellent young daily, which gives a clear idea of its general styles of makeup. If I mistake not, the advertisement composition is a shade or two better than that in the big edition last reviewed in this department. That which Editor Crawford has said relative to my late criticism of the ads of the *Chronicle* has not escaped me, but, since I have not preserved the edition reviewed

last February, I am unable to reconsider it. As I remember the advertisements in that edition, however, there was hyper-panelling in evidence. In view of Mr. Crawford's explanation offered along with his protest above, this was especially an unforgiveable fault, since that above all is not a style to adapt to rush composition. On March 1, inst., the *Chronicle* passed another milestone in its career of usefulness, being now in its twentieth volume, with a circulation of 1,500 copies daily. The editorial comment on this event was suit-


CENTRALIA DAILY CHRONICLE

VOL. XX CENTRALIA, WASHINGTON, MONDAY, MARCH 1, 1909 NO 51

MC ARTHUR INVENTION A SUCCESS

Demonstration Of Temino Gas Producer Before Experts Proved Beyond Question That Inventor Has Something Of Great Value---Means Much For Development Of Lewis County Coal Fields.

CAPITOL BILL IS LIKELY TO PASS

Majority of Senators Seem to Be Favorable to Carlyon Measure--Will Bring Suit plus After Paying Debt and Building Capitol

"YOU'RE NOT SUE A BAD FELLOW"

Miss Nina Miller Leads Contest

Big Special Offers Both Closed Amidst Much Flurry and Bustle, Each Candidate Being Anxious to Complete As Many Clubs As Possible. Winner of Special Watch Prize to Be Announced Tuesday Evening.

BOB EVANS FOR SPECIAL POLICEMAN

Will Wear Star and Help Will Occupy Seat on Rehab to White Keep the Peace at Inaugural House Regrett Must Cut Filling Up With Visitors Hurry to Lath Train to Oyster Bay

MRS. TAFT TO RIDE IN CARRIAGE

TO EXTEND PAVING TO FRONT STREET

Plan On Foot to Pave Full Length of Blocks Between Tower Avenue and Front Street. All Railroad Crossings Would Then Be Paved

No. 1

ably something of the nature of the story that Brother Crawford has related to us in the foreging letter. May the sun of prosperity continue to shine upon this worthy newspaper enterprise, and may its circulation be doubled again in the coming twenty months, as it was in those twenty months just past since the present management assumed control.

BROKEN BOW, Nebr., March 1, 1909.

Mr. O. Byron Copper, De Soto, Wis.

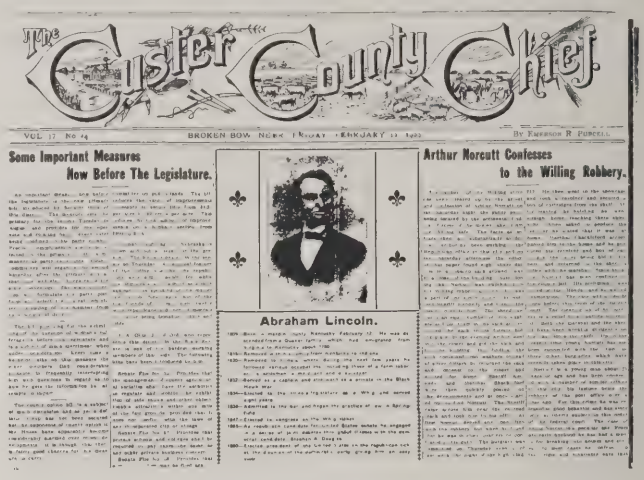
DEAR SIR:—While Mr. Herbert was at the meeting of the Nebraska State Press Association, at Grand Island last week, I had quite a talk with him regarding you and your department and he kindly asked me to send you a copy of my paper for criticism. I am therefore sending you the last three numbers, and should you deem any of them worthy of mention, you may select whichever one you desire.

I have been a constant and much interested reader of your department in the NATIONAL PRINTER-JOURNALIST for a long time and I feel that you are doing the newspaper boys much good.

Very truly yours,

E. R. PURCELL.

Some people may object to this "talking behind one's back," but Mr. Herbert has my permission to keep right on talking about me behind my back wherever he goes, if his conversation tends to bring such new friends to this department. The Custer County *Chief,* which is the name of Brother Purcell's paper, is a neat six-column, all-home-printed quarto. It is truly a wide-awake modern publication, maintaining a clean front page, getting a liberal advertising patronage, and sparing nothing that makes a good weekly newspaper. Exhibit 2 illustrates how the *Chief* force endeavor—and succeed—in making their first page attractive. The title is doubtless out of the ordinary and fashioned after an antiquated style, possibly an obsolete style, and while I do not like it, it is nevertheless distinctive and suggestive of the great transformation that has taken place in the Broken Bow country within the past half-century. The local news service offered by this sheet is extraordinarily good, and all mechanical labors have evidently been performed by skilled hands. Heavy Gothics predominate in all of the display. Now I have never been the least bit backward in confessing my dislike for Gothic letters. I have never liked them because I have never considered myself enough of an artist to handle them successfully—and


The Custer County Chief

VOL. 17 NO 14 BROKEN BOW, NEBR. FRIDAY FEBRUARY 12 1909 BY EMERSON R PURCELL

Some Important Measures Now Before The Legislature.

Arthur Norcutt Confesses to the Willing Robbery.

Abraham Lincoln.

No. 2

few are the printrs I have met who were. However, having no alternative, I take it, the *Chief* ad-man digs into his Gothics, and once in a while, I must confess, his success is praiseworthy. (That's the trouble with these Gothic faces, though: The ordinary compositor is never sure; the proof may look all right, and it may not. His work lies in extremely dark material, and it's up to him to distribute the proper amount of white to tone down the result. And that's the rub.) Examples of this ad-man's highest success are to be seen in the several accompanying reproductions (Exhibits 3, 4, 5, 6). Aside from mention of the apparent too slight margin at the sides of the central subject matter, the first specimen may be passed without com-

Snyder Bros & Co.

We have just received an elegant line of Boy's and Children's Clothes of the Perfection Brand. Among these we ha a some of the best values ever offered in Broken Bow. An elegant line of colors in boy's Long Pant Suits, in Knee Pants both Straight and Knickerbockers.

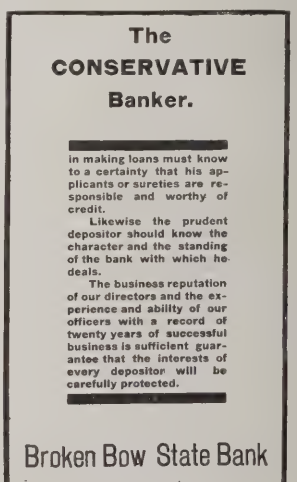
Our Spring Line of Men's Clothing is practically all made up, and being shipped. Don t fail to look over our extensive lines before purchasing your spring suits.

50c to $7.50

Our Line of Peter's Shoes Is Larger and Better Than Ever.

Hunter's Brand Shirts-Overalls. | This month's Butterick Patterns 10c and 15c—none higher. | Topsy Hosiery Cortesolli Silk

No. 3


The CONSERVATIVE Banker.

in making loans must know to a certainty that his applicants or sureties are responsible and worthy of credit.

Likewise the prudent depositor should know the character and the standing of the bank with which he deals.

The business reputation of our directors and the experience and ability of our officers with a record of twenty years of successful business is sufficient guarantee that the interests of every depositor will be carefully protected.

Broken Bow State Bank

No. 4

ment; the second specimen's beauty lies in its abundance of white—enough to counteract the blackness of the type faces. The rules used above and below the central mass are too prominent, however. Six-point would have been better in type a size larger, with the period left off, and a little greater margin above the first line. The Security State Bank advertisement is a novel design. The setting of the word "Our" in a smaller face than that in the line following seems like an error to me, as this is one of the secrets of

success with Gothic, as with any other type, namely, getting along with the minimum of sizes in a single subject. The abnormal indention of the first line of the body matter in this specimen is a defect, too. I should have set it without any indention at all. Gothic, it must be remembered, in handling it, is simplicity it-

OUR
PLATFORM
Deposits Guaranteed by Stockholders. Officers and Stockholders All Residents of Custer County. A Square Deal For Everyone. If you approve of the above in a banking institution, Patronize Such a Bank.
SECURITY STATE BANK
BROKEN BOW, NEBR.

No. 5

No. 6

self, and the simpler one can use it, the more eminent will be his success. No. 6 is a strong, simple specimen, showing particularly the wisdom of choosing a border harmonious with the type employed.

Canfield, Ohio, March 3, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—In this mail, under separate cover, I am sending to you recent issues of the *Dispatch*. Shall be glad to have you look them over and express your opinion, keeping in mind the fact, of course, that the paper is issued in a

Reorganization Sale
T would take a whole newspaper if we were to enumerate all the money saying bargains we will have during this sale. In reviewing the prices quoted below you will understand why this is strictly a cash sale. Don't neglect this opportunity to buy New Spring Goods at prices that are ridiculously low. Look over the list, see our assortment, you will need no further inducement.
REORGANIZATION SALE OF RUGS
REORGANIZATION SALE OF CARPETS
REORGANIZATION SALE OF DRAPERIES
REORGANIZATION SALE OF LINOLEUMS
REORGANIZATION SALE OF OIL CLOTHS
REORGANIZATION SALE OF LACE CURTAINS
REORGANIZATION SALE OF WALL PAPER
REORGANIZATION SALE OF MATTINGS
REORGANIZATION SALE OF WINDOW SHADES
REORGANIZATION SALE OF MOULDINGS
REORGANIZATION SALE OF RUGS
Sheers
Writing Papers
Lunch Baskets
Inverted Lights
Gas Mantles
Knives
Leather Goods
Whisk Brooms
Dibies
Hassocks
Wh. Brooms
Writing Papers
Curtain Stretchers
Extension Rods
Toilet Paper
Lunch Boxes
Toys
Paper Dresser
The Weil-Hartzell Co.
Corner West Federal and Hazel Streets
YOUNGSTOWN, OHIO

No. 7

village of less than 1,000 population. Papers the size of copies mailed to you are not unusual and ten pages quite common. I have enjoyed very much your comment on other publications in the National Printer-Journalist.

With kind regards, believe me. Sincerely,

C. C. Fowler,
Pub. *Dispatch*.

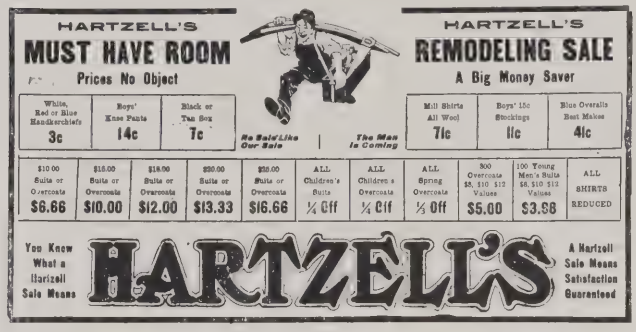
A seven-column, all-home-printed paper of eight, ten, and frequently twelve pages of solid brevier is no small proposition even to review, let alone its making, and such is the Mahoning *Dispatch*, copies of which,

Auction! Auction!!
Everything Being Sold Under the Hammer
We Positively Have to Vacate Our Building February 1st.
The Central Store Co.,
Corner East Federal and Champion Sts.
RAVEN BROS., Chicago, Auctioneers
HEAR YE! GOOD CITIZENS! COME TO THE PUBLIC AUCTION OF FURNITURE-CARPETS-RUGS-STOVES-ETC AT THE OLD McELROY STORE
The Central Store's Great Closing Out Sale Grows Better Every Day!
Extra Special All Go at 7¾c Yard
Extra Special 69c Each
THE CENTRAL STORE CHARLES LIVINGSTON, Manager

Nc. 8

I am pleased to say, have been before me several times since I begun to write these criticisms seven years ago. I blieve it was an excellent paper the first time I saw it, and it has never been anything else. It has grown, of course, and improved in one way and another, and the same excellent specialty of giving the local news has never been allowed to lag or cease. When one looks over these great pages of the *Dispatch*, the first of which is just one grand expanse of straight reading matter, with the others filled with stuff that shows editorial skill and discretion, together with an overwhelming abundance of displayed advertising, if he has any imaginative powers at all, he cannot escape catching a few ideas, uppermost among which will be a feeling of admiration for the progressive people back there in Ohio who demand such a grand newspaper, and for the people who have the ability to meet and supply that demand, as the makers of the Mahoning *Dispatch* are so admirably doing. While the first page of this big paper is made up all right, its inner pages could doubtless be materially improved in that respect, since the arrangement of reading matter and ads in these is rather promiscuous; but otherwise there is little fault to find. In the main the advertisement composition is excellent, the compositor having the underscoring habit pretty bad, however. Two of the full-page specimens are being shown herewith as Exhibits 7 and 8, while in Exhibit 9 we have a striking argument in favor of appropriate illustration for advertising purposes, and brevity. This is surely the

"busy man's" ad. The picture tells the story, and the items are readily grasped. The name-plate in this


HARTZELL'S
MUST HAVE ROOM
Prices No Object
White, Red or Blue Handkerchiefs 3c
Boys' Knee Pants 14c
Black or Tan Sox 7c
No Sale Like Our Sale
The Man is Coming
HARTZELL'S
REMODELING SALE
A Big Money Saver
Mill Shirts All Wool 7½c
Boys' 15c Stockings 11c
Blue Overalls Best Makes 41c
$10.00 Suits or Overcoats $6.66
$15.00 Suits or Overcoats $10.00
$18.00 Suits or Overcoats $12.00
$20.00 Suits or Overcoats $13.33
$25.00 Suits or Overcoats $16.66
ALL Children's Suits ¼ Off
ALL Children's Overcoats ¼ Off
ALL Spring Overcoats ⅓ Off
300 Overcoats $5, $10 $12 Values $5.00
100 Young Men's Suits $6, $10 $15 Values $3.98
ALL SHIRTS REDUCED
You Know What a Hartzell Sale Means
HARTZELL'S
A Hartzell Sale Means Satisfaction Guaranteed

No. 9

specimen is an unsightly one, being too large in the first place for an ad of this size, and naturally of an ungainly design. Typography is all right.

Clifton, Ill., Feb. 19, 1909.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I have worked about two or three years in a small weekly office, and had never set an ad or a job until last fall, I gained a position on the Ashkum *Journal*, a small weekly, and worked about three months when the editor had me try setting ads. I am sending you a copy of the *Journal* and some of the ads which I clipped from the files while at work there. They are all of my setting and I wish you to criticise them, and if they are worth reproducing at all, to reproduce them in your magazine department. The N. P.-J. is a great help to a starter, I think, because he can note the difference between the good and proper ads and those which are poorly set.

Yours truly,
Robert V. Devenouges.

I take pleasure in reproducing, herewith, the best specimen in this budget from Brother Devenouges (Exhibit 10). Had the compositor employed the same style, face and size of type in the signature of this specimen, it would have come out a very creditable ad. It is a little weak, perhaps, especially in point of main

MODERATE IN PRICE
Thoroughly well made; Beautifully ornamented; A fine quick worker
THE ROUND OAK CHIEF STEEL RANGE
Is certain to gain your good opinion the moment you see it. And then it bears a good name—one that means Good Material, Good Workmanship, Fine Working and Long Service. If interested in a range, you are invited to see the CHIEF and have its many new and practical features fully set forth.
AMSLER HDW. CO.
ASHKUM, ILLINOIS.

No. 10

display, but is clean and well whited out. There is too much space between the two lines of Roman at the top. Brother Devenouges unfortunately had a poor selection of type to work with, evidently, which is one reason in accounting for the low quality in the other specimens I am not showing. I am glad to learn that the National Printer-Journalist has proved helpful to this beginner in the trade, and trust that he may continue to profit by a perusal of its pages.

Under date of February 22, Editor B. B. Herbert wrote me from the Chicago office this letter which I quote in part for explanatory purposes. Along with the letter came a number of ads from the Boscobel *Dial-Enterprise:*

Dear Sir:—I enclose some specimens of ads sent in by Herbert W. Blashfield, of Boscobel, Wis. He is just out of the high school, and says that he has been a steady reader of the many useful and interesting hints and suggestions contained in the National Printer-Journalist, relating to advertising. With this help he has been writing and laying out the ads of the local dealers in his city. He wants these ads criticised that he may know whether he is on the right track. I am going to use his letter in the March issue. The samples came too late to forward you for criticism for that month. Do the best you can by the young man.

And later the following letter from Mr. Blashfield himself was forwarded me from the Chicago office:

Boscobel, Wis., February 24, 1909.

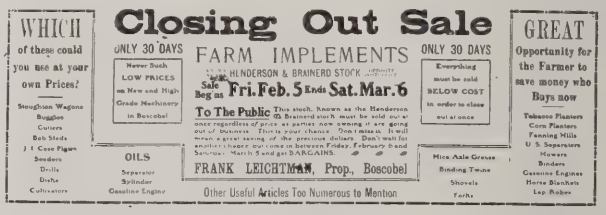
Mr. Copper, Chicago, Ill.

Dear Sir:—As the inclosed letter shows, I sent some ads to the National Printer-Journalist for criticism, some time ago. I inclose two others which I think are better than the first, and on which I would like your criticism. I know they are poorly done, but they are the result of only evening study from ad magazines, papers, and books. Am trying to build up the ads of our little city weekly, but having only just graduated from high school, my knowledge on such an undertaking is very limited.

Hoping I may be greatly benefited by your criticism, I remain,

Yours very truly,
Herbert W. Blashfield.

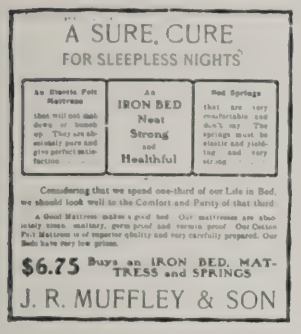
The unwonted delay in the review of Friend Blashfield's work has resulted, as I dare say he sees now, through his having addressed me at Chicago, instead



No. 11

of at De Soto, Wisconsin, which latter address is plainly given at the head of this department. I have four ads here from Mr. Blashfield, three of which for convenience sake I am reproducing as Exhibits 11, 12 and 13. Considering the first of the trio: I find the design or lay-out a peculiar one; somewhat original, though not to be highly commended because it makes the work too intricate, requiring many measures and necessitating much undesirable justification. The defect in the two outside panels is conspicuously the setting of the less important parts in the more prominent type. This very ad, though full of faulty detail, nevertheless shows fine constructive ability, some originality and a good idea of composition, for a young compositor. It was all right to have set the chief display line in the boldest and largest type, likewise to bring out the thing advertised strongly, as also the date of sale, but the display of "To the public," as sunk into the body, was unwarranted. This should have appeared in the same face as the rest of the body. In short, that is this specimen's great defect, the employment of too great a variety of type-faces, measures, panels, rules, borders, etc. The ad compositor should strive always for simplicity in his work, keeping himself down to as few faces, as few sizes of type, as few rules and as few ornaments, and measures and complications as possible. In the second specimen of the

trio the principal fault lies in the fact that the wrong idea has been given greatest prominence. It seems to me that "Iron Beds" was the principal thought in this ad. Instead of that, "A Sure Cure for Sleepless Nights" is the catch-line. This would surely interest


A SURE CURE
FOR SLEEPLESS NIGHTS
An Elastic Felt Mattress
An IRON BED Neat Strong and Healthful
Bed Springs
Considering that we spend one-third of our Life in Bed, we should look well to the Comfort and Purity of that third
$6.75 Buys an IRON BED, MATTRESS and SPRINGS
J. R. MUFFLEY & SON

No. 12

No. 13

persons suffering from insomnia and seeking a panacea for their complaint, before it would attract anyone in the market for an iron bed. This is a point an ad-writer should never fail to bear in mind, to chose a catch-line that suggests the thing advertised. And likewise it is imperative knowledge for a good ad compositor, so that in case the writer has erred, the compositor can in a measure correct the blunder by displaying the proper line. Specimen 13 is probably the most technically correct of any of Brother Blashfield's trio, although this would have looked much better with a sharp, clean-cut border encircling it entirely. I hope this young compositor will continue to communicate with this department, and trust that he may find benefit in the new relation.

ILLINOIS EDITORS TO MEET AT OTTAWA

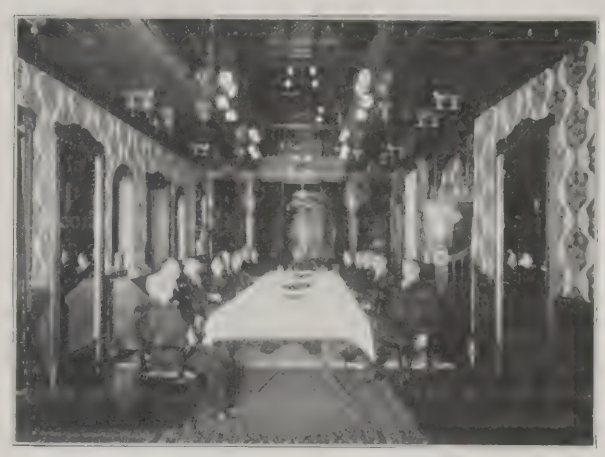
MARSEILLES, ILL., March 18, 1909.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—The officers and two members of the Illinois Press Association met at Springfield to select a place and arrange date and program for this summer's meeting of the Association. On urgent invitation of three clubs, brother editors and business men, Ottawa, LaSalle county, was chosen as the place, June 16th, 17th and 18th the dates, and a program outlined. Included in the entertainment promised by the Ottawa people was a trip by boat on the Illinois river to Starved Rock, returning by interurban, and a visit, via interurban, to Marseilles. The rock referred to, with the canons, dells, etc., connected, forms one of the most romantically beautiful scenic attractions in the state. It is also famed for its early history and is now receiving the attention of the LaSalle County Historical Society and kindred organizations, all of which are planning together to make it the object of the state to acquire the site by purchase and transform it into a state park. The Illinois river which flows at its base is to be the future deep waterway channel, a part of the deep waterway route for the constructiion of which Illinois is to expend $20,000,000. Along with the excellent practical business features of the program, it is believed enough of value will be provided in the attractions to insure the largest attendance at the coming meeting of any yet noted. Full particulars will be sent to the editors of the state in due time by our state secretary, J. M. Page.

Ottawa is about eighty-five miles west of Chicago, on the Rock Island and Burlington railroads, and connections are made by interurban with it from Princeton to Seneca, also at Streator, with its seven centering lines, but a few miles south of Ottawa. At LaSalle, fifteen miles west, passengers on the Illinois Central have but a block to walk to take an interurban car to the meeting city. In all, facilities for getting to Ottawa are excellent.

LaSalle county is the home of thirty papers, most of whose editors are members of the LaSalle County Editorial Association which, with a few exceptions, has held two meetings a year since its organization in 1890. It is believed that this record stands alone in continued work in the state, outside of the state body. The officers are and have been for three years, Terry Simmons, president, *Marseilles Plaindealer;* William T. Bedford, secretary, LaSalle *Tribune;* E. B. Tabor, treasurer, Earlville *Leader*. A fair number of the members



LaSalle County Editors at Home of W. D. Boyce

of the county association are also members of the state association, and every one of the county editors will count it a special privilege to meet and greet the brethren from all over the state.

One of the gatherings of the county association was held in the palatial home at Ottawa of W. D. Boyce, the millionaire Chicago publisher, who served "the boys" a superb six course banquet. I am sending you by this mail a very fine flash light photo of the banquet hall and the guests ready to be served, the host being at the farther end and head of the great table. Each of the editors present was given one of the photos and all are being kept as a prized memento of an evening spent in rare pleasure.

I have been a member of the state association since joining it in 1890, have rarely missed a meeting in all that time, and am greatly pleased to know that now I can look forward with great pleasure to meeting and greeting the many brothers and sisters of the state press, whose acquaintance I have formed and whom I hold in high regard, when they take the side trip of seven miles from Ottawa to my home city of Marseilles; a city that has no superior, population considered, in Illinois, location, improvements, factories, business interests, churches, schools, residences and natural attractions coming in superior list.

Yours fraternally, TERRY SIMMONS

It was raining outside, and little interrogative Irma was in one of her worst, or at least most trying moods. Father, busily writing at his desk, had already reproved her several times for bothering him with useless questions.

"I say pa, what——"

"Ask your mother."

"Honest, pa, this isn't a silly one, this time."

"All right, this once. What is it?"

"Well, if the end of the world was to come, and the earth was destroyed while a man was up in an airship, where would he land when he came down?"—*Everybody.*

THE PRINTER OF TODAY AND THE MESSAGE OF ABRAHAM LINCOLN'S LIFE—A DESERVED BOUQUET FOR THE LADIES

BEN FRANKLIN CLUB, Chicago, is becoming a synonym for all that tends to fairness, living prices, and progress in the printing business. The members are wide-awake and in touch with all the current interests and the spirit of the times. They helped to celebrate the Lincoln Centennial week by a banquet and the *Ben Franklin Monthly* properly says that:

The grand finale of Lincoln week was fittingly consummated when five hundred and sixty Ben Franklinites of Chicago celebrated their fourth annual banquet at the Auditorium Hotel Saturday evening, February 13, 1909.

That the occasion was one of the most successful and entertaining events of the Club was due, not alone to the splendid program, but to the presence of the ladies, whose added charm and interest in the Club's work seemed to be an inspiration to each member to make the evening stand alone as an enjoyable and social affair.

The dinner, which was served at 6 :30, was truly "Auditorium" in every sense of the word, and was made more appetizing by the interspersing of songs written especially for the occasion.

First on the program was president, W. J. Hartman, who in a carefully prepared address, after bidding welcome to the guests, delved into the subject that is uppermost in the Club's principles, and incidentally made some interesting comparisons of the printer of the past and today as follows:

Mr. Toastmaster, Ladies and Gentlemen,

"This occasion is an unusual experience for me. I have talked in public at various times, but always before a gathering of men, and as I look upon the bright, smiling and beautiful faces of the ladies I feel an unusual pleasure, and consider this opportunity a special privilege. The presence of the ladies here tonight is only an example of the important part which woman has always played in the affairs of this great American nation. She it is, who has been the inspiration and incentive to man, who has spurred him on to the achievement of greater and better things. There is an old song which ends thus:

"'First came man and woman after,' and she has been after him ever since. Yes, she has been after him and many a man owes his success to the undying love, unselfish devotion, unbounded faith, self-denial and to the wise counsel of a good but persistent woman.

"How many of us today, who see and know of the vast amount of printing produced daily, ever stop to think that the introduction of printed books to the people was the real beginning of civilization and education as we know it today. There are many present here tonight, who can remember the time when reading matter, either good or bad was as scarce as roses in winter. That great man whose memory we have been honoring during the past week, was compelled to confine his early reading to the Bible, Aesops Fables and Pilgrims Progress, owing to his inability to obtain any other, and allow me to say right here that those three books laid the foundation upon which this man built a super-structure which in after years towered to the intellectual sky and will live as long as memory of man.

"This is an age of progress, but in no line has the advance been more rapid than in that of the printing art. The example of one of our great dailies, which put out an edition recently that the publishers claim would reach half way around the world if the sheets were laid end to end, is only an incident in the vast industry of printing. What would the business world do today without the aid of the printer, and the printing press?

"Printing as a trade or profession is considered by some as among the second-class occupations. This is undoubtedly true, if looked at from the financial standpoint, but what would our bankers, our merchants, our scientists, our inventors, our professors, and in fact every man, woman or child in every walk of life do if it were not for we poor printers? They would be about as powerless to accomplish much in any line as the most humble member of the tribe of Digger Indians.

"The impression left by the old time tramp printer with corn-cob pipe, slouchy hat, torn and tattered clothing, whose mode of travel was the box car or the trucks of passenger trains has clung to the printer of today, but conditions have changed. The old type is no more! But the public has not forgotten him and it is up to us to show that the printers of today are as a class, men of intelligence, honor and financial standing equal to any other profession or business, and the only way that we can show the world our worth, is to conduct our business on business principles. All our dealings must be above reproach and we must know what our product costs us and sell it at a profit, so that we can pay our help, our bills and have something left for our families. We owe it to our families to so conduct our business that when we are dead and gone we will leave them something to live on.

"We know the history of printers who have gone before us and left only a lot of old junk behind for their families, and we know why, they in their lifetime did not sell their product at a profit.

"Times today are different than they were years ago. Today business is done on a smaller margin of profit than ever before, and the *only men who can be successful are they who know what the cost of each job is, and this is one of the missions of the Ben Franklin Club, to educate the printers as to the cost of printing.* In this we have been more than successful, and when we will have taught all printers to do as our members are doing, we will have accomplished more than any other organization in our line and realized our ambition.

"I tell you ladies and gentlemen, a printer should be proud of the position he occupies in helping to civilize and enlighten the world. Give every nation good books to read and you will do more to preserve the peace of the world than all the battleships ever launched. As one factor in the printing industry the Ben Franklin Club has taken a high ideal. Its aim has been to dignify the printing business and at the same time help each man engaged in that business to feel that he is a factor in the business world and one that all other lines of business must lean on to aid in its success. I say, let every member of our Club, and every man engaged in the greatest of all industries in our great City, hold up his head with the knowledge that he is an important cog in the great wheel of industry, and with the rugged and sturdy honesty practiced by Abraham Lincoln as a beacon light to guide us, we can march on to the end and feel as Will Carlton, who says:

"'Thus it is with our noble profession,
And thus it will ever be still,
There are some who appreciate our labors,
And some who perhaps never will.
But in that great and glorious day,
When the trumpet shall loudly sound,
And they who have labored and rested,
Shall come from the quivering ground,
When they who have striven to teach and ennoble the race

Shall walk at the front of the column,
Each one in his God-given place,
As they march through the gates of that City,
With proud and victorious tread,
The Editor, The Printer and devil,
Will travel not far from the head.'"

Mr. Smith said, speaking to the theme, "The Message of Abraham Lincoln to Our Generation":

"I am not unmindful of the honor that you do me in inviting me to speak to you on this occasion. Your association, I hope, will have many meetings in the future as in the past, but I remind you today that you will never again hold a meeting commemorating the centennial birthday of the greatest of Americans—Abraham Lincoln.

"Lincoln came into our country's history in a crisis so peculiar that no man can possibly measure the influence of that life, and no man is able to say what might have been had we not had this man of master mind and mighty of heart to steer the ship of state in the stormiest waters of our country's history. It is impossible to measure the influence of his life. We may as well endeavor to go back into last summer and gather up the perfume of all its flowers, or the sweetness of the songs of all its birds, or the glory of the sunsets, and yet your presence today indicates that we are anxious to sing the praises of Lincoln, we are anxious to write his name on high, where it may forever stand to cast its majestic luster upon all the future history of our nation.

SEEKING A GREAT MAN'S SPIRIT.

"No man ever stands for a single hour in the presence of a great life and is able to have his own life so small again as it was before that contact, and so it is in the prayer of every heart today as by speech and memory and imagination we endeavor to introduce into this circle the spirit of this great hero, and great one in life, that our own lives may be so enriched and exalted, that our own vision may be so clarified that in all the future years of life we shall see all things more clearly, and judge all things more justly, and do all things more righteousy and faithfully and honestly because we have spent this hour in the presence of America's greatest power.

"In 1619, in England, Samuel Lincoln, forefather of Abraham, was born. In that same year on the rough coast of America a Dutch trading vessel sold to the inhabitants of that eastern coast twenty African slaves, and that Dutch trading vessel returned to Holland just in time to see the emigration of the Pilgrims in the old Mayflower. These three things were seemingly little related at that time, but we have lived to see that out of that slave trade came the most vexing and perplexing problem our country has ever had to grapple with—the rock upon which it wellnigh split—and out of that little immigrant vessel came much of the spirit of justness and righteousness that created an atmosphere in which slavery could not exist, and out of the loins of Samuel Lincoln was destined to come a man who would become an emancipator of a race and the savior of a nation.

WHAT IS HIS MESSAGE?

"The first question is, what was the secret of Lincoln's life? What is the key that unlocks his life and helps us to understand how it was that he achieved in the moral and intellectual, political and civil realms as he did? The other question is, what is the distinctive message of that life to our age and generation? I have studied for many years the life of this great man, and I have fully made up my own mind that all the achievements of Abraham Lincoln center in and root down into this great fundamental, elemental thing in his life and character, overmastering desire from youth, in every phase of life, to ascertain just what was the absolute and abstract right, and knowing that once, to do it with courage. We may say today that that is the ideal of all of us, and you know that there is a great realm of things that are wrong, absolutely, black and wrong, in the business world and in the moral world, and in the professional world, and everybody knows that they are wrong; and here is a great realm of things that are right and everybody knows that they are right, and just between the two is that great realm of what William Jennings Bryan would call the great 'twilight zone' of questionable things.

DELUSIONS OF THE TWILIGHT ZONE.

"In the business, moral and professional world there is this great twilight zone, and the difficulty of many men is that they are willing to steer their bark in the fog of the twilight zone instead of lifting up their heads into the great sunlight of the absolute and known right and justness of things. This great principle revealed itself in Mr. Lincoln's life in its various activities; it reveals itself in his life as a lawyer.

"This gentleman who sits by my side is a brother of mine, and he used to be a lawyer and I used to be a lawyer and we were partners, but we both quit practicing and went to preaching. (Laughter.) I say, the story of Mr. Lincoln's life reveals this thing in his life as a lawyer. He was not a great lawyer in that accepted sense in which we characterize men as being great lawyers by knowing every loophole and the like. He cared not so much for precedent, but he hung his all upon the justness of the case in hand, and so we are told that one day when his partner had been arguing for hours that a certain line of evidence ought not to be admitted, and had the judge about convinced, Mr. Lincoln settled the whole question by squaring around and saying, 'I reckon that ought to go in.' He reckoned that ought to go in because that keen, analytical mind that always sought out the truth, believed that this case could not be decided justly, no matter about the previous precedents, unless that line of evidence was weighed by those who had the case to decide.

IS IT TRUE?

"This principle reveals itself to my mind in his life as a politician and a statesman, as in that historical speech in the convention when he was nominated for the senate and said those prophetic words, 'a house divided against itself cannot stand.' When he presented it to his colleagues they told him that unless he drew the pencil through that first sentence he would stand no chance for election. But did he do it? No; he straightened his tall frame to its height and said, 'is it true?' and they said, 'yes.' And he said, 'then I will leave it there. I would rather be defeated and have the country talking about that thing if it is true than erase it and go to the United States senate.' It reveals itself in his life as a lawyer and in his political life and in his religious life as well. He had religious difficulties, it is true, because his judicial and just and truth-loving mind could not apprehend and conceive the justification of the tenets that were taught in his day; because there was no justice in it, and in order to ally himself with the church he must understand them as other people seemed to understand them.

HIS CREED.

"His clear, truth-loving mind could not understand the Bible just as it was interpreted in that time because the interpreters made all of its fiction stand out as history. He could not so see it; he could not grasp some of the things and therefore he stood without the pale of the church, but he said, 'whenever the church will write upon its altar this inscription, "thou shalt love the Lord thy God with all thy mind and with all thy soul and thy neighbor as thyself," that

church I will join and give to it all of my support and help.'

"What, then, is the message of this great heart, these silent lips, this great character that looks down over the years today upon this company of men and speaks to you and me? What is its message? There are, it seems to me, three things taught us, and I will name them in the inverse order of their importance. First, it is a message of integrity and honesty and justness and fairness.

AN AGE FOR THE LINCOLN MESSAGE.

"I realize that this is the greatest age commercially and industrially that the world has ever seen. There is nothing comparable with today in all the history of the world. The advancement and the progress of our own country in the commercial realm in the last few decades has been stupendous, but there is not a man here today but that knows that in some realms of all business life there is a kind of sharp practice, there is a kind of high finance that exists in certain quarters, that is a far journey from the message that his silent lips would speak to the business world today could they but open and tell their message. It is to you, to your high type of business men that Lincoln's message calls. It is for you to live his teachings in your own business world, and one was the great principle of a fair day's wage for a fair day's labor.

"The message of Abraham Lincoln not only was a message of integrity, truth and justice in the business world, but it was a message of democracy, of brotherhood, of charity and of humanity, each in the best and finest sense of that word. He is the great typical democrat in the history of our nation in the sense that he believed in the people and knew that some day the people would come into their own.

THE BUILDING OF SOULS.

"And, lastly, his message was one of dependency, of duty, of morality, of charity and of things that are abiding and never failing. He steered not by the temporary chart of expediency but by the great chart given into his hand by the hand of that great, supreme, personal Spirit whose law is truth, whose motive is love, whose essence is goodness and whose atmosphere is peace and good will to men. His character is most fittingly illustrated by the following bit of verse:

"'Souls are built as temples are—
Based on truth's eternal law,
Sure, steadfast, without flaw,
Through the sunshine, through the snows,
Up and on the temple goes,
Every fair thing finds a place,
Every hard thing lends a grace,
Every hand can make or mar,
For souls are built as temples are.'"

A $200 PRIZE FOR SOME ENTERPRISING PRINTER.

A large printing establishment is about to move into a new building, and its management desires to arrange the machinery and other equipment in the best possible manner with a view to economical operation. A pize of $200 will be paid for the best plan submitted for the purpose. The increased cost of equipment necessitated by high-priced machinery and the added expense of operation brought on by higher wages and shorter workdays make the matter of the economical operation of a plant one of very great concern to employing printers. This contest will therefore be of value not only to the firm which will make use of the best plan submitted, but to the trade at large. Full particulars giving the dimensions of the floor space, the list of machinery, etc., to be installed will be published in *The American Printer* for April. Its address is 25 City Hall Place, New York.

THE VALUE OF PRESS ASSOCIATIONS

President C. E. Bryan in his address before the Ohio editors, made many practical suggestions and among these scarcely any more important than the following:

Publishers do not devote sufficient attention to their state associations. You can nearly always distinguish, for their excellecy, those papers among your exchanges whose editors or publishers affiliate with their state organization. Newspaper association work broadens the individual. Left to himself and the monotony of his daily grind the editor is likely to become narrower and narrower in his estimation of the outside world and larger and larger in his own conceit. An acorn can't do much at growing in a flower pot, yet if the stunted tree could be given imagination it would likely look upon itself as the only real thing in the oak tree business. Let the editor attend a meeting of the state association and he will return home refreshed and invigorated from coming in touch with his fellow workers. He will carry away with him many new ideas, many fold the cost of his day's vacation.

In the old days, the State Press association meetings were looked forward to by the sociable—association—bibulously inclined as a gathering of kindred jolly spirits. A literary program was engaged in, mostly for pleasure, but the real benefits to be derived from press associations of today were almost unknown. Now the very ablest editors, publishers and managers give forth their experiences and tell of their successes and failures. Each member of the organization feels free to take part in the discussions of methods, material and management. He becomes interested in the laws governing a big share of his official patronage, and seeks to aid in preventing unjust legislation to his business. He gains knowledge of the trust methods which control the prices of paper and printing material and combines with his associates in an effort to influence legislation against such injustice. He registers his kick against the unjust rulings and threatened inquisitions of the postal department, and that kick combined with hundreds of others of the same kind becomes a mighty force that causes Uncle Sam's postal officials to stop and harken to its momentous import. Individually the editor can not accomplish these things, but collectively he can ask and it shall be given as he desires.

The Buckeye Press Association of Ohio is a power in the land. The combination, under the one banner, has strenthened its influence three-fold. Live, energetic publishers throughout the state are awake to its possibilities and have confidence in its virile influence in aiding the craft to obtain the greatest good to the greatest number.

As this is the day and age of cooperation; the times cannot be changed, yet the force of the movement for business centralization can be diverted into more beneficial channels. This is the work laid out for the press of the land and the future will decide how well or ill the press has taken care of this mission.

Smaller enterprises can well learn of the greater ones the economy of combined effort, and apply it to their own immediate fields. How often does the printer cut prices below a living figure to secure business from his near competitor? His competitor then retaliates, when opportunity offers, by repeating the same foolish deal; competition may be the life of trade yet such competition means death to prosperity, The better way is to arrange with his competitors for a scale of prices, then religiously adhere to it. You can't buy trust products at a discount. Every pound, every atom is disposed of at a fixed profit. The several printing offices in the average county-seat towns of Ohio can easily fix the prices of their products on the profit side of the ledger and keep them there.

THE JUNIOR LINOTYPE AND THE COUNTRY OFFICE

[Address delivered by E. Benj. Yale, Editor *Chronicle*, Waynesfield, O., before the Buckeye Press Association.]

The Junior Linotype and the country office are twin brothers even if the Junior has been but a recent addition and as you are well acquainted with the country office, I will try to put you "next" to the "Junior" member of the family.

Until last August Waynesfield was the best place in the country, because all the other places were in town, but since then a traction line has been built and we are living in town with the rest of the boys. Waynesfield is a village of less than six hundred inhabitants, and is just about as small a town as one would care to embark on the journalistic sea in Ohio. It is also the smallest town in which a Linotype machine has been sold. There are no peculiar conditions to make it different from the average country town, hence what is presented concerning the Junior Linotype may put confidence in some of you fellows from the larger towns who hesitate about installing a machine.

Before installing the Junior, a thorough investigation of all machines was made, and I convinced myself that one was better than the rest for the country office. The Junior involves the principal features and advantages of the Standard Linotype, in simplified form, metal matrices being composed in lines, with justifying wedges, and presented to a mold in which the slugs are cast from molten metal. The justification of the line, the casting, trimming and assembling of the slugs, and the distribution of the matrices, all take place automatically. They do not require any stoppage of the composition, or any attention of the operator. One line is cast and delivered while the operator is manipulating the keys to compose the next line. The Junior has two faces of type from one set of matrices and permits of instantaneous change from one to the other. It is a machine controlled by finger-keys, like a typewriter, of which there are sevenenty-eight. Slugs may be cast from six to ten points and from eight to thirteen ems long. The slugs cast are identical with those of the Standard and print just as well. I use a gasoline burner, and after getting it adjusted, it has been very satisfactory.

The speed of the machine is practically up to the operator. It is sold on a guarantee of being able to produce 3,000 ems per hour by an operator of a few months experience, but this is not the limit of the machine. It casts nearly six lines per minute and at that rate, if kept casting, would produce between eight and nine thousand ems per hour, but operators of that calibre do not remain in country offices.

My operator can now set very easily a machine galley, which is twenty inches long, in an hour and fifteen minutes, and has done so in fifty minutes. This was on solid eight point.

The Junior is not as complicated as many are led to believe, and I think my experience will settle that point. When the machine arrived the machinists were busy erecting other machines and as I was anxious to get it going, did not wait but erected it myself. I succeeded in getting the paper all set up before any machinist showed up, and I have not had a single line of hand composition on the news matter since.

The Junior is a practical and economical machine for the publisher who has work for it. It is generally the rule that the Junior is placed in the hands of a green operator, who, after a few days' instruction, is able to run the machine and there are a number of cases where even this instruction was not given. The company furnishes a book of instruction which describes all the working parts and the operation of the machine, so that one should not go wrong. It is a remarkable machine, for it is so nicely constructed that when anything goes wrong the machine stops, preventing breaks that would otherwise happen, and of course will not start until the trouble is removed. My machine has not caused any delay except once in the four months that I have been running it, and this was not the fault of the machine. The delay was only about an hour, so was not serious. The Junior has always consumed all the copy. There is one trouble every purchaser of a Junior is liable to have—it eats copy like a threshing machine. You take care of the Junior and it will take care of you.

This is the Buckeye Press Association, but nevertheless some of its members are from Missouri and have to be shown. The best testimonial I can give for the Junior is to show what the machine is doing for me. I purchased the six, eight and ten point faces. If I was to buy but two faces I would prefer the eight and ten point. Legal ads can be set in the eight point and will measure up as much as the six point and outside of that very few country offices will have use for the six point, and some of us could not live on mush if we depended on the legals. The ten point can be used on ads and job work and is a good investment. I have one advertiser that I could not handle if it was not for the Junior. I have produced everything in the way of straight composition that the country office has to contend with. I have set up grade cards and other blanks and saved a great deal of time. A short time ago I had a rush order for 12,000 tickets. The job was set on the Junior, making twelve slugs from each line and was printed with 1,000 impressions. Last week I set the body part of a large horse bill on the machine. I have samples of a few jobs and copies of the *Chronicle* to show what the Junior is doing for me and that is the all-important thing—what will it do.

It is true that some of the first machines put out were made to set as wide as twenty-one ems, but experience has proved that it was not safe to set a wider measure than fifteen ems, so the machines are now built for thirteen ems and under. However, an operator soon learns to butt slugs together and any length line can be set. A man, two girls and a boy were employed before the Junior was installed and now my operator and one girl do more work than the others did.

The Junior enables us to set more type and in a shorter time than was possible with hand composition. It produces a bright, new face for each issue and the matter in non-piable form which reduces the time for makeup about fifty per cent. We never run out of sorts and can keep matter standing at only the cost of the metal. A very valuable feature is the two-letter attachment which allows the operator to set either Roman or head letter and the head letter is good for ads and in job work.

A QUEENSLAND SUBSCRIBER AWAITS THE ARRIVAL OF THE N. P.-J. WITH PLEASURE.

Margaret St., Toowoomba, Queensland,
N. E. Australia, February 11, 1909.

Editor National Printer-Journalist, Chicago.

Dear Sir:—If not asking too much will you, please, send out to the address written on the margin of this letter, a copy of the Postal Regulations referred to in the excellent address of Mr. Henry Branson Varner, and reprinted in your issue of September, 1908. The part I particularly refer to is on page 595, and the sentence starts thus: "The delinquent subscriber * * *" I may state that we have been taking your paper for some years, and look forward with pleasure to its arrival by the mail from America.

Wishing you every success and thanking you in anticipation.

Yous sincerely,

H. L. Groom.

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

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CHICAGO, APRIL, 1909

A newspaper needs friends and has unequalled opportunities for winning them, if it fails therein, it is because of lack of friendliness, kindliness and a generous spirit and a true desire for acceptable, honest serviceableness.

* * *

Discipline has been said to be the true preparation for greatness and for all accomplishment. There are no other callings that require, or that afford, better opportunities, or schools, for discipline, than those of printing and newspaper-making. The unlimited amount of detail, the necessity for exactness and accuracy in every step that leads to the production of printed matter or newspapers, to be seen read and criticised by all men, afford, and are constant spurs to secure discipline. Every word, punctuation mark, line and sentence, every statement, enunciation, opinion or theory remains in black and white to bear evidence of every error, every lack of care, knowledge, application, accuracy or honest purpose and appeal to every possible motive for the disciplined mind and the trained hand and eye.

* * *

We highly appreciate an invitation from President H. F. Childers to attend the annual convention of the Missouri Press Association to be held at Fulton, May 12 to 14. The conventions of Missouri Editors always have a start and go, an enthusiasm, a high purpose, an excellent grade of papers and practical discussions, a life and sociality that make them worth while in an educative way and in the pleasures to be enjoyed and the friendships to be formed or renewed. Missourians may like to be shown, but they like equally well to show how their affairs as publishers are carried on to a success, and ever accompany this showing with hospitality and the hand of friendship. Why should we not all be earnest in our lives and kindly and helpful to those with whom we meet and tarry for an hour, a day, a year or a lifetime, in traveling across the narrow continent of time? We will never pass this way again and the unexplored eternity lies before us, of which we certainly know little and still less of the opportunities it may or may not afford. We, assuredly, can take nothing with us on the long voyage, either of material wealth, station, position, dress or show. We are all equal when we take passage from time and earthly existence, through the grave, and our possessions must be confined to what may remain to us of memory, spiritual and mental growth, power and perfection. We have an idea that the memories of good and helpful deeds, nobly and lovingly done, will be much more precious than all the riches, pelf, power or position that we may have possessed or of the advantages we may have taken or gained over our fellow travelers in the uncertain journey, often beset with so many difficulties, and only promising in the opportunities of helping other travelers and contributing to the common good, betterment and upbuilding in those things that are ennobling and enduring.

* * *

There is nothing wiser, truer or more generally recognized among the most thrifty and successful, than that every one should take, read and study the papers devoted to his calling. The most progressive men expend from ten dollars to a hundred a year, and some even more, in the purchase of journals and books, in order to keep up with the rapid advances, improvements and new knowledge, and read them, too. The investment is the most profitable that can be made. It is very short-sighted, unprofitable and even silly for a man, in this age, to hesitate about expenditures for securing the means of advancing his knowledge as to all that pertains to his daily avocation in which all his useful and productive years are to be passed. Knowledge increases productive power and brings higher standing and new joys in work. It is up to the publishers to gather and give the best that is in reach, and there is so much to gather that it is sometimes difficult to decide just what is best to give or to omit. This month we are printing much as to the sayings and doings of practical printers and newspaper men in their conventions. It may be thought, by some, that we have gone too much into details but, then, in this way only can the full force of the personality of the workers be secured, and we have plenty of time and

space for didactic teaching, during the rest of the year, besides, it helps to know how organizations of earnest workers conduct their meetings and what they say therein. There is the power of example and also the influence of that somewhat mysterious force, called inspiration. Do not neglect these accounts. They will give you the methods, the thoughts and the motives of others from which you will get great and direct benefit, and be better prepared to propose, chose or elaborate; to discuss, understand, and also to make more pratcical the sessions of your own organizations and the topics to be considered thereat. Variety is needed, and men are much more influenced and more effectively and usefully informed through this personal touch, as we have indicated, with practical, successful men and what they are doing and saying, than otherwise. We know by observation, as well as by hundreds of assurances, that thousands of printers and newspaper-makers have been greatly benefited by what we have gathered from the great fields of endeavor, throughout the world, and from discussions, in all the States and all the city, county, state and national organizations of printers, editors, publishers, ad-men and circulation managers. We believe we have rendered a hundred-fold to those who have honestly, intelligently and persistently sought to understand and apply the information laid before them in these pages, from month to month, during the past twenty-one years and more.

* * *

Belleville, Kansas, was the place of meeting of the Northwest Kansas Conference of the Methodist Episcopal Church, on March 24th to 29th, and the *Telescope* of that city featured the coming event, that was to bring three hundred prominent visitors to the city, in its issue of March 19th, on the first and second pages of the paper, under the heading and sub-headings: "Among the Methodist Preachers;" "Bits of Church History—Items of Interest to All Methodists—Portraits and Sketches of Some who will be in Attendance." These headings indicate how thoroughly the approaching conference was handled. The portraits were shown in excellent halftones and illustration was given of the church building, where the sessions were to be held.

Besides the "Bits of Church History," pleasingly written and entertaining as to matter, the biographical sketches were made interesting and the full programs of the sessions were given in a neatly displayed double-column and special mentions were given of different lectures, addresses and numbers that were to be presented, including mention of the Wesleyan Quartette of Salina, Kansas, a group portrait of the members of which was given.

The paper was well printed on pure white stock and with the illustrations, made a most handsome number. All who were to visit the city must have been most favorably impressed and their good will secured in advance and a deep and broader interest must have been awakened in the conference as well as a cordial spirit of good will and a better understanding between the members and the people, have been established from the beginning.

This is good advertising. One of the speakers at the St. Joseph, Mo., banquet to the Advertisers' Association said of "the best advertising," "it may be the spirit of a report or it may be the expression in one form or another of just such hospitality and kindness as that being shown today in St. Joseph toward the representatives of her sister cities who have come here upon your kind invitation." The local press has many an opportunity of extending a city's good name and creating good will in the hearts of visitors by extending attentions and courtecies to those who come on their own affairs. It pays the press to obey the injunction of the Apostle Paul in his Epistle to the Hebrews, "Be not forgetful, to entertain strangers; for thereby some have entertained angels unawares"—angels of good will, friendship, protection and promotion of the city's good name, and evangels heralding abroad all that tells of the city's enterprises, worthy institutions, attractions, hospitality, intelligence and generosity. The press too frequently neglects the paying of proper attention to conventions held in their cities, disregarding them as something apart, instead of making them, for the time being, a part of the local interests and events from which the people are to gather good, and in which everyone should manifest the deepest interest. The result of such neglect is that instead of the visitors, the members of such conventions, going away with kindly feelings toward the press and the place, they go away with opposite impressions, that the press and the citizens are narrow, provincial, selfish, looking only after their own profit and caring only for what can be gotten out of those who should be treated as a honored and welcome guests. Even conventions of newspaper men are occasionally, though not frequently, met by this cold, indifferent treatment by the members of the local press, but always to the detriment of the best interests of the city visited and the loss of much of the valuable publicity coming from hearts touched and won by thoughtful consideration.

* * *

There is no career that calls for a more strenuous life, nor that affords greater opportunities of wide service to the public and of special, direct helpfulness to large numbers of employes than that of the management of a great modern newspaper such as is *Grit* of Williamsport, Pa., of which Dietrick Lamade has been general manager for twenty-five years. He has done well and been found worthy of honor. He has won the friendship and love of all connected with the publication and these took advantage of the rounding out of the quarter of a century of service to do him honor, and we are going to tell the instructive story in the May issue of this journal.

* * *

No employing printer in the United States, and no newspaper-maker, either, should fail to read the article appearing in this issue of the NATIONAL PRINTER-JOURNALIST by E. J. Ottaway, on "What is What About the Print Shop." It matters not how good a system an office may have, there are suggestions in the well-considered statements, based on experience, contained therein, that will prove of benefit. Commensurate profit can be secured in printing and newspaper making if only one understands and practices those methods necessary to economical and adequate production and the realizing the legitimate returns. The waste of time, the listlessness, the "loafing," the lack of system and thoroughness, efficiency and application are the causes of failure to reach the highest success, ten times, to one coming from lack of business or obtainable business. Men work hard and throw away their opportunities at the same time just because they do not work with system and purpose, redeeming the time and gathering up the fragments or loose ends, that nothing may be lost or go to waste.

The lack of system, loitering and mixing distracting affairs, gossip, sports, politics, sociability, trivialities, in business hours, are the fruitful sources of imperfect and low production. But read the article and then do some careful thinking with regard to your own business and methods.

MEN who do not think, who must have supervision and be told how to do each piece of work assigned to them, who lack in mind and feeling, have been wrongly taught to claim that they should have the same remuneration and consideration as the man who has mind and interest or enthusiasm to originate and the skill to execute such work as will be acceptable to customers or to purchasers. Such an one takes no account of the cost to the business of the overman. There have been great strides made in industrial education and the great thing to be kept to the front is that the mind and heart, hand and eye should all be equally trained. The mind should be taught to know and to think, the soul to feel, the hand to perform and the eye to take in the proper proportions, to see errors and inaccuracies. Aided by the heart to feel, and the imagination and reason to discern, the results should be known in advance of the performance. One of the great items of cost in the printing as well as in the newspaper business comes from the necessity of having work done over—in making changes, alterations and corrections. A. F. Sheldon has given and quoted some excellent thoughts, along these lines, under the topic of, "The Problem of Distribution," or in another word, salesmanship, for all that's done in the world is with a view of this "Distribution," or salesmanship—the meeting or creating of a demand; even the minister preaches with the view of meeting a demand with his sermons, and if he does not meet this demand, he is soon without hearers. Certainly the printer and the newspaper maker should recognize this fact and feel that he is neither a good editor, reporter or printer unless he can produce that which meets the demand in his line of work, and should not expect the remuneration or success of the competent, expert, creative workman.

But to quote from Sheldon's article, who, himself, quotes from Arthur Brisbane, the greatest editorial writer of the day, as follows:

"The greatest task that any man could undertake is the presentation, to his fellow men, of knowledge, simply, attractively, and put before the millions of readers at frequent intervals, in relatively small installments, always with a beginning and an end satisfying to the mind."

The call then goes out for educated men—men with true education.

Men who are truly educated are, indeed, "speakers of words and doers of deeds."

They have a message and know how and where to deliver it. (A message can be conveyed in an artistic piece of printing as well as in a fine painting.—Ed.)

As I have often said before, the value of a man depends upon his efficiency, that is, the amount of service he can render without supervision. The man who does things without supervision is the man who does the right thing at the right time in the right way. * * * *

I plead for the whole man. I plead for men and women who are developed mentally, morally and physically. I plead for the triune man—the man whose body, mind and soul vibrates in harmony with that Great Power which causes the sun to shine, the rain to fall, the grass to grow, the birds to sing—that great Cause whose identity we know not and perhaps never will know.

The world is waking up to the necessity for education of this kind. A time there was when intellectual training was all the schools attempted to supply. Germany is developing with astonishing rapidity.

"This great development of Germany has never come, because sordid interests gathered together and concluded that Germany ought to export more than she imported, or that Germany ought to be more rich in money than she had been in the past, or that Germany ought to take what we continually hear about—her place among the nations of the earth." I quote this from a speech made by Dr. Frank Gunsaulus, at a meeting of the Ways and Means Committee of the Chicago Association of Commerce. He continued:

"The education of a man from his ears up is the education simply of, at least, or at most, one-third of the man. The old formula, not as old as it ought to be in our own adoption, but so old as to become a commonplace, the one formula of head and heart and hand is a formula to which they have returned in Germany, and a return to that formula has given Germany the man who is behind the box that you see containing the goods marked 'made in Germany.'

"The sinmple fact is that one-third of a man can never become the entire American. You can never educate the part of a human being from his ears up so completely, so insistently that he will in that way compensate for the loss of the man's hands and the loss of the man's heart. As a matter of fact, there never has been any progress in any single line of productiveness which has not been a progress of heart and hand and head all together. * * * *

"When a man thinks with his head what he feels with his heart he really feels it. You and I know perfectly well that when you set a boy to work to do something and his heart refuses to furnish that head with rich warm blood of living enthusiasm he cannot do that thing well. This is the fundamental thing in the marvelous revivification of Germany. Somehow the heart has got into the head, rich streams of red blood go through the brain, and the German works with his heart.

"Is the heart right? That is the first thing in religion, and that is the first requirement in work. If you do not feel what you think, you do not think it very long, and if you do not feel what you think you do not think it very strongly, and an education that fails to ally these things fails to educate.

"Head education has failed because we have neglected the heart, we have neglected enthusiasm, love, ardor, sympathy, and all that is great and glorious. You cannot get good head education without hand education. You try to make a thing you dream and you will see whether the dream is a good dream. Your ideal will go to pieces just as surely as you refuse to make your ideal real, and the realizing of ideals is the fundamental thing in our education and it is the fundamental thing in all civilization."

Training has been wrong in many ways, and the deficiency must be made up in many cases by self-cul-

ture. We have a class of educators who have looked only to the training of the mind; another who have thought only of the heart, the sentiments, the religious emotions, and a third who have thought only of teaching the youth how to work with their hands and to commence the work of bread-winners as soon as nature gave the hands strength. Others have been left without any training only to exist in idleness and follow the leadings of the appetites and passions, to seek what are called pleasures, without any other aim or object in life. We have endeavored to remedy the resulting irregularities in society by labor organizations and laws that sought to put all on a level and to provide for curbing or caring for the ciriminals, the helpless, and the insane, that have been produced by these methods of one-third or unequal development, through reformatories, penal schools, jails, prisons, sanitariums, and insane asylums. The fact has been that until within twenty years, many boys and girls were deprived of any industrial education, any opportunity of even physical development, while being instructed intellectually and morally—deprived of the privilege of learning a productive, creative trade, without having first committed some offense against society or morality, and then being sent to a reformatory, where the state or society has provided, for its own preservation, the natural and necessary training of the mind, the hand, the eye and the heart, at the same time, as a measure of making good those whom a false system had already made bad.

* * *

"Prosperity Edition" is the name that the Hannibal, Mo., *Courier-Post* gives to its model business, building and manufacturing issue of February 27th. We, twelve years ago, passed three days in Hannibal attending the annual convention of the Missouri Press Association, and found it a very satisfactory city, in every way, but Hannibal has grown since then, and so has the *Courier-Post,* that justly puts on Metropolitan airs. This edition was the largest in the history of the paper and contained forty well-printed and illustrated pages, of seven columns, showing the growth and business of a city that never stopped a factory, but kept right on growing during the year of business depression. It is remarkable how much of information with regard to the city is crowded into the two hundred and eighty columns. While half of the space is taken up with advertisements of Hannibal's merchants, bankers, manufacturers, real estate dealers and others, these all tell of the city's prosperity, resources and growth. Such a paper is of great influence in a city's upbuilding aside from the entertainment and interest afforded by its contents or rather by reason of the enlightening, encouraging facts contained therein. There is much that is of historic value and the number should be preserved on that account.

Hannibal was the home of Mark Twain, whose fame is one of the glories of the city, and hence space is given to stories of his early life. The following with regard to the edition, from the paper itself, will be interesting, educative and helpful to newspaper-makers, as showing the points particularly covered and suggesting how a like showing can be made:

What has been attempted in this edition has been to summarize in a sketchy and incomplete way Hannibal's record for the past year and show to some extent the why and the wherefore. As the edition is one of which the *Courier-Post* is proud; so is the chronicled record, one in which every reader may take pardonable pride.

The opening article is devoted to a consideration of the city's commercial life: a review of the year in the various factories and industrial centers. For a year, when the panic was abroad in the land, the record is a truly remarkable one. Not a factory stopped work.

On an inside page of this section will be found a page devoted to the consideration of a subject closely akin to factories: Hanibal's railroads and transportation facilities, on which the factories are so dependent. The annual editions of a few years hence will have to contain an additional article on this city as an interurban center, from all present prospects. The railroads are an important factor in the city's welfare—the city which is the gateway to Missouri and admirably located for a great railway center.

Along with the commercial progress, as in any community, has gone social and cultural progress and, with a view of giving some attention to this, a few of the chief social events of the year are reviewed. In several respects the year has been an unusually brilliant one socially. The little folks will also find a page to their liking in this section, where they may find the names of a number of their friends entering early in public literary effort, and it is hoped will eventually attempt to put their own names there. The Junior department is constantly growing in popularity.

Since no annual edition could be called complete that did not contain some reference to Mark Twain, the city's most famous son, a number of typical incidents in the life of the humorist have been collected, one from the original Hannibal source. Interest in Mark Twain is universal and no where more intense than in Hannibal.

Since the *Courier-Post* is daily entering into thousands of homes outside of Hannibal, the local correspondents in the neighboring territory were asked to contribute brief summariess of the year in their own towns and, while a few important write-ups are missing, the big majority are to be found in print and will prove of interest wherever the paper is read, as well as in those particular localities.

One of the things, worthy of note for the benefit of other cities, is the successfully owned and operated municipal electric power and lighting plant, so conducted by high-minded, honest men, who are proud to do something for the common good, that it has proved a great benefit to the city and its industries, and to all the people.

Two years' work in the College of Arts and Sciences of the University of Missouri or its equivalent will be required for admission to the Department of Journalism beginning with the session of 1911-12. The name of the department will be changed to the School of Journalism, if the Board of Curators of the University approves the recommendation of the Journalism faculty. This will place this new department of the University abreast of Education and Engineering, the other professional departments requiring two years of college work for entrance.—*University Missourian.*

A METROPOLITAN ISSUE OF THE WINONA REPUBLICAN-HERALD.

IN a forty-six page issue, on March 20th, the Winona, Minn., *Republican-Herald* did high honor to the publication and its whole editorial, reportorial, business and mechanical forces and added to the fame of the handsome, enterprising city, that happily chose the musical name of the beautiful, legendary Indian maiden, who dared all for love. Winona has long been famed for the intelligence and enterprise of her business men, and as a home of learning and refinement. Besides its excellent public and high schools, it has been for nearly fifty years, the home of one of the best State training, or normal, schools for teachers, in all the great West. This school, with its faculty and teacher pupils, has had no small influence on the character of the city and its institutions. This issue might well be named, "A Spring Fashion Number," as there were three sections of ten pages each of a fashion supplement, leaving sixteen pages covering complete news features. The fashion supplement was an illustration of newspaper co-operation, as the same supplement plates were used by the Cleveland, O., *Daily Leader,* also a paper of the first class, but in a much larger city and this issue of the *Republican-Herald* places it in the ranks of metropolitan newspapers and further advances its reputation as among the top-notchers in the newspaper field in cities up to as high as one hundred thousand population. Winona has reason to be proud of its great daily, and the business men have wisely shown their appreciation by most liberal advertising.

The fashion supplement contains local advertisements and home reading matter as well as the articles and illustrations devoted to the fashions. Another big issue is announced for April 24th, as the "Nurses' Home Edition," by the Hospital Trustees, who are to have entire management, and have named J. R. McConnon as business manager and W. J. Whipple as editor for the issue. W. J. Whipple was the editor and publisher of a Winona weekly paper in 1873, when we first entered the newspaper field and had been for many years. We remember that he roasted us for admitting an ex-soldier of color, as a student in the Rochester, Minn., Seminary in 1866. He was a splendid man and we never held any grudge against him, but we only wonder as to whether this is the same editor or a worthy son. This idea of the "Nurses' Home Edition" takes our fancy as possibly containing suggestions of value to the publishers of other home papers for special issues along somewhat similar lines for the benefit of worthy, local benevolences. The origin of the idea and the outlines of the plan are given as follows:

It was a short time ago when a group of gentlemen were together in this city, among whom were D. B. Pritchard and Scott Laird, and at which time the doctor introduced a subject ever nearest to his heart, to-wit: The Winona Hospital, saying it was already endowed to an extent nearly sufficient for its maintenence, but that he hoped some plan might be inaugurated whereby a fund might be created to build a Nurses' Home adjacent to the hospital building. Ten thousand dollars would be sufficient for that purpose. The manner of accommodating the nurses now is both inconvenient and unprofitable.

Scott Laird, the business manager of the *Republican-Herald,* immediately responded by volunteering to donate the entire revenue of all the advertisemnts and subscriptions which could be obtained for the *Republican-Herald* for one day's publication. The doctor said he would confer with the trustees of the hospital and report the proposition made.

The trustees of the hospital thankfully received the generous proposition offered by Mr. Laird. This is the origin of the enterprise set in motion for the issuance of a special edition of the *Republican-Herald* on Saturday, April 24, 1909.

A public-spirited citizen of Winona, who requests that his name be withheld from publicaton, has offered to double the receipts which are secured by the day's publication, whatever may be the amount.

The mechanical labor, the paper, the mailing, office work, in fact everything required to issue the mammoth publication., excepting the work for soliciting advertisements and subscriptions, the editorial and reportorial services, which is a gratuitous contribution—is the magnificent donation of Scott Laird, the business manager of the paper.

Undoubtedly the contemplated newspaper edition will be the largest ever issued in this city. Some fifty pages of advertisements and reading matter will characterize it.

Interesting personalities of former residents of Winona will appear, to whom will be sent a copy, as to the principal medicine and drug journals in the United States, besides to newspapers everywhere, and these papers will mention the unique character of the issue, and also its charitable object. Such an edition will not only largely advertise the business men of Winona, who avail themselves of this opportunity, but it will be a splendid advertisement of the city itself.

ENJOYS THE NATIONAL PRINTER-JOURNALIST. AN EXTENSIVE WRITE-UP OF THE CANADIAN EXCURSION.

JACKSON, MICH., March 24, 1909.

BROTHER HERBERT:—

Enclosed I hand you express money order for $2 to renew my PRINTER-JOURNALIST subscription. I'm much interested in everything pertaining to journalism, and I thorughly enjoy perusal of the JOURNALIST. Was a member of the newspaper excursion through Western Canada last summer, and I wrote nine travel letters upon our sojourn in Minnesota and the Canadian trip, from two to five columns each, which were published. I have the letters mounted in a small scrapbook, which I will loan you, if you care to peruse them. I covered some features not touched by anybody else in the party, so far as I saw reports of the trip; and I think I saw nearly all of them. You might find in them something of sufficient interest to pay for the time 'twould take.

Let me know if you would like the book, and I will forward it by mail. Yours fraternally,

E. O. ROSE.

EDITORIAL TRIP TO ALASKA

Will A. Steel, of Seattle, who is looking after the arrangements for the Alaska trip, to be taken by the members of the National Editorial Association, writes that he has just succeeded in having the Alaska Steamship Company agree to put their largest and most luxuriously appointed passenger steamer on the run for the editorial party. This steamer is the "Northwestern," 336 feet in length, and will leave Seattle on Saturday, July 24th, immediately after the adjournment of the annual convention.

About 20 days will be occupied in covering a magnificent tour of Southeastern and Southwestern Alaska, and will inaugurate a new excursion route. Mr. Steel has made this trip several times and states that he has every confidence that all members of the convention who avail themselves of this splendid excursion will afterwards declare that it was the most enjoyable and instructive trip that they had ever taken.

The route from Seattle along the coast of British Columbia and Alaska amongst the thousands of islands that lie along the coast of the Strait of Fuca, is through Active Pass into the Gulf of Georgia and thence northward for nearly 500 miles through British Columbia waters and across the International Boundary in the Dixon Entrance and along Revillagigedo Channel and Tongass Narrows to Ketchikan, subport of entry, and the first port in Alaska, 662 miles north of Seattle. After the stop at Kechikan, the vessel returns southward for a few miles along Tongass Narrows and Nichols Passage to Metlakahtla, the most progressive Indian town in the world, located on the West shore of Annette Island. From Metlakahtla the trip continues northward to Douglas, Treadwell, and Juneau, 900 miles north of Seattle.

Thus far the trip has been through the "inside passage"; but after a stop at the mining towns of Treadwell and Juneau, the steamer will turn off to the westward, passing out through Icy Strait and Cross Sound into the open ocean. It is about thirty hours run across to Cape Hinchinbrook. The ocean trip will be a novelty and a great attraction to many of the party, and the scenery to the westward is worth crossing a sea to see. The coast line to the north, while the ship is crossing from Cross Sound to Prince William Sound, is composed of a most magnificent, rugged chain of mountains, including Mt. St. Elias and Mount Wrangel (the latter, a smoking volcano), inlaid with numberless glaciers, including the great Malaspina Glacier, one of the largest, if not the largest in the world.

An idea of the grandeur of the scenery of Prince Willam Sound, can be gained by this comparison. The "inside passage" to southeastern Alaska is along and through the edge of a mountain chain. Prince William Sound and its various and numerous channels and bays cut right into the heart of a range of high mountains. Valdez is built at the very foot of an immense glacier. At Seward, Mt. Wrangel is but a few miles distant. This point is the terminus of the Alaska Central Railway. A little farther to the westward is Port Graham on Cook Inlet, the transfer point between ocean steamers operating from Seattle and smaller steamers operating on Cook Inlet.

In addition to the Steamer voyage, the Editors will be given a delightful trip over an interior Alaska Railroad that is being constructed at a cost of many millions of dollars. Cordova, a thriving new town at the mouth of the Copper River, is the terminus of the Copper River & Northwestern Railroad, which has been built up the Copper River 56 miles and is to be extended an additional 150 miles this year. The railroad passes directly in front of two immense glaciers, the Miles and Childs Glaciers, and through Abercrombie Canyon.

EDITOR NIBLACK MARRIED

We received the folowing highly appreciated invitation in neat, engraved form, that will interest members of the National Editorial Association: "The officials of the State Administration request the honor of your presence at the reception in honor of the marriage of the daughter of Governor and Mrs. Charles N. Haskell, Frances Lillian, to Mr. Leslie Gordon Niblack, on the evening of Wednesday, the thirty-first of March, Nineteen Hundred and Nine, at eight-thirty o'clock, State House, Guthrie." Not every editor can marry the daughter of a Governor, and have a wedding reception tendered by all the officials of a State Administration, but no one will begrudge Mr. Niblack his good fortune. He is a hustler among newspaper men of the most strenuous sort, even in the hustling West. He has won his spurs and his laurels by exemplary enterprise, push and untiring industry.

He was elected a Vice-President of the National Editorial Association at the noted and ever-to-be-remembered convention at Guthrie. He is editor and publisher of the Oklahoma *Leader*.

We extend hearty congratulations, and regret the inability to accept the highly-prized invitation. Very happy and enduring are the recollections of the pleasant week passed in Guthrie in the winter of 1905, and the association with members of the press and of the Territorial Legislature, then in session, and with the officials of the administration and the visit, with the legislators, territorial officials, leading educators, clergymen and citizens, to King Fisher, and the participation in the splendid exercises and banquet in celebration of the raising of the first hundred thousand dollars of the endowment fund of King Fisher College. There is a heartiness and open-handededness, and earnestness, and "start and ago," as we have said elsewhere about the attendants at Missouri Editorial conventions, that make one long to return and enjoy again the happy, enlivening experiences. It was then a Republican Territorial Administration, that was in control but, Lord bless the American spirit, the people are just the same now, and partisan politics don't count, only to get one set of men in and the other out. We should have enjoyed these "officials of the State Administration," just as thorughly and found them filled with the same patriotism, Americanism, pride in and high hopes for the splendid new Commonwealth and all the institutions and industries thereof, as were the officials of the Administration of 1905.

Juergens Bros. Co., Engravers and Designers, is one of the oldest and largest and most favorably known engraving establishment in Chicago, and, like other judicious advertisers in the N. P.-J., report a large increase in business, the growth having been so great, in this instance, as to require moving into a more commodious building, as announced in another item in this issue. Two entire floors have been leased at 167 Adams St., for ten years, and will be occupied May 1st. More floor space has been taken from time to time , in the present location, but the place has been outgrown and in order to accommodate the increasing business and better to serve customers, the move was made necessary that would permit of still further expansion. Growth in this age of close competition is the very best proof of high merit and satisfying efficiency.

A MODERN MACHINE SHOP

VISITING a modern machine shop, is in itself a liberal education. This was our feeling, at least, after being conducted through the departments of the extensive manufacturing establishment of the Latham Machinery Co., 195-201 S. Canal St., Chicago, through the courtesy of its President, H. H. Latham, by one of his traveling representatives,who evidently knows everything about the process of the manufacturing of the machines, as well as about the demand and how to meet and fully satisfy buyers. The draughting room was first visitd. We remarked, that after machines had been so long completed and on the market, we would not sup pose that the necessity existed for keeping an expensive draughting department, as all the patterns must have long since been completed. We were soon convinced to the contrary. Many new machines are being designed and manufactured for the printers, bookbinders and paper box trade and improvements and new designs are all the time being perfected, the object being to simplify the parts and to devise means of performing the work more perfectly, cheaply and expeditiously, so that the able draughtsman, with his assistants, always finds new work to do, some new device, part, or machine to draw and to furnish for the making in accordance with exact lines, and measurements, carefully worked out, in order to accomplish a definite purpose. Among the new devices have been the inventing and perfecting wonderfully complete, new box stitching machines for manufacture of shipping boxes.

From the draughting room, the way was through a room containing second-hand machines of nearly every style and make, both old and new, that have been replaced by the improved machines of the Latham manufacture. Next comes the overhauling department where machines taken in exchange are thoroughly overhauled and are advertised in a second-hand list for the benefit of those who want cheap machines.

The department where the box stitching machines are made proved of great interest, especially the making of the Monitor No. 4 Box Stitcher, which stitches the lapped sides of shipping fibre boxes up to sixty inches long to forty inches deep. The working parts are operated by a cam movement which, by one revolution, feeds, forms, drives and clinches staples at a speed of 125 to 140 staples per minute. The feed is not only automatic but reversable—feeding the box in either direction and inserting staples at any desired distance from one to three and one-half inches apart. There are 8 other varieties of these box-stitching machines; No. 3 for heavy construction, that is very strong. It forms and sets a strong flat staple with ends clinched into stock and within 5-16 of an of bottom of box. No. 3, in construction like No. 4, is for stitching a lapped cover as on suit boxes. No. 1 varies in construction from other sizes. It is so designed that the same principle can be used on a foot-power machine. Then there is a corner-box stitching machine designed only for the stitching of corners of boxes. These machines stitch automatically, rapidly and accurately with flat wire, save a small per cent of stock and produce a neater, lighter and showier box than by the old, slow process of gluing. Of course, the wires are, or can be all hidden in the finished work by outside paper.

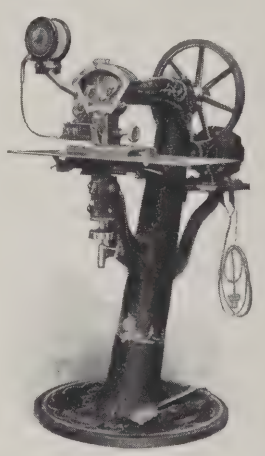
This much, merely to give an idea of the great variety of machines produced and of the patterns, parts and work required. Were we to undertake a description of all the different machines, it would require a large volume,

All working parts of the machines are made of hardened steel and the hardening process is by a specially-designed method and device, up-to-date, that secures absolute evenness and perfection. It was one of the things found worthy of examination and noting.

The monitor No. 1 Twentieth Century Stitcher, stitching from two sheets of paper up to ⅞ of an inch in thickness, in the recent improvements made, illustrated what we had learned in the draughting department. There are new direct feed, flat top and middle stitch devices, that enlarge the field of work and contribute to speed and accuracy. The pressure of the wire can be regulated to a nicety by an eccentric lever, securing even feed at each staple.

One machine, with tube device for stitching asbestos for covering steam pipes, stitching through 2 inches of asbestos, etc., was certainly novel and ingenious, We noticed one of these machines in course of construction for the H. E. Johns-Manvill Co., Milwaukee.

But among all the wonderful variety of stitching machines, the most noticeable was a Latham Monitor No. 000 Twentieth Century equipped with electric motor, with continuous gear



Monitor No. 1, Twentieth Century Stitcher

drive, rawhide pinion, covered gear, with starting button on the head of the machine. It is the most complete machine ever made. It is furnished with indicator, automatic gauges, and every convenience to insure speed and accuracy of work without delay. One of these machines, stitching through heavy stock, from a quarter of an inch to two inches, is found necessary in binding invoice ledgers and shipping books and the like. The work done, that we examined, two inches in thickness, was certainly satisfactory, the stitches being perfect and the wire laying flat and smooth, hugging to the stock closely and firmly.

Other machines in course of construction or already completed and assembled were the latest inventions and newest styes of the Monitor Lever Embossing Machines, Power Perforator Machines, Foot Power Perforator Machines, Paging Machines, Numbering Machines, Multiplex Power Punching Machines, Duplex Power Punching Machines, Power and Lever Embossers, Round Corner Machines, Index Machines, Roller Backing Machines, Job Backing Machines, Table Shears, Standing Presses, Stabbing Machines, Back Moulding Machines, Stub Folding Machines, Case Smoothing Machines, Gem Heaters, etc., etc.

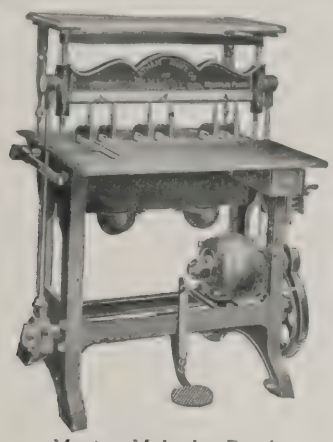
The perforating machines, foot power, Standard and Extra Heavy, show, easily, the care as to material and construction that is taken in every step, throughout all the departments of manufacture, in the hardened die plates and the hardened, Bessemer steel needles.

As interesting as the machines and their process of manufacture proved, still more interesting were the devices and tools with which they are made. One of the greatest items of cost in manufacturing is that of the appliances, often especially invented and designed, to make, economically,

the different parts. Without these, a machine would cost from ten to a hundred times the commercial selling price.

In the manufacture of a perforator, we noticed a workman, by use of a special machine, putting four hundred and twenty perfect holes, for the little perforating needles, fifteen to the inch, in a single die plate in an absolutely straight line. Think of the cost and difficulties, were it necessary to make each of these little holes by hand one at a time, with a single punch or boring apparatus. Yet this is only one part of the perforator, one of the simplest machines made.

The semi-automatic machines for the making of pieces of the stitching machine, turning the screw threads thereon,



Monitor Multiplex Punch

of different sizes, and boring holes through the pieces for the passing of the wire, cutting grooves or milling—all from the crude steel bars just as they come from the steel factory—were among the most interesting and complicated, though they seemed simple and to consist of comparatively few parts.

Then there were massive planing and milling machines, that, once set, do their work automatically. Many thousands of dollars have been invested in these machines and this is not all, for we passed next to the tool shop, where all tools used in the manufacture are made, and, in passing, the great punching machines are not to be forgotten. We have given only a glimpse of what was seen and examined, before passing to the shipping room, where we found boxed, or being boxed, all the varieties of manufactures that we have enumerated, for shipment to all parts of the United States and foreign countries. There are one hundred and fifty workers, including draughtsmen, machinists and all the rest, in the manufacturing departments. There are forty thousand

Monitor 28-Inch Hard-Die Perforator

square feet of floor space occupied. Three floors, 75 x 100, are given up to manufacturing. The office and store is on the first floor and the basement is given up to storage purposes.

Returning to the office, we met Mr. H. H. Latham, who had just returned, March 20th, from a visit to the Boston and New York branches of his company. He reported a very satisfactory trip and improved condition and tone of business in the East.

In addition to the three sales departments, twelve traveling salesmen are employed to look after the interests of buyers and to introduce and install machines.

Mr. Rayfield—who kindly showed us through the manufacturing departments and interested us with pointing out the steps by which the great variety of binding and other machines are perfected and made, to meet every demand of so many and varying lines of business—had, himself, just returned from his semi-annual trip to the Pacific Coast. He had traveled from Sandiago, Calif., to British Columbia, and found business especially good in the great and rapidly developing Northwest.

ALASKA-YUKON-PACIFIC EXPOSITION

Seattle, Wash., March 22.—It is because Seattle is the gateway to the world's markets for the centuries to come, that manufacturing and industrial concerns generally are taking much interest and participating so largely in the Alaska-Yukon-Pacific Exposition which is to open on June 1.

It is realized throughout America that the pathway to trade extension lies through the northwest and, by the shortest routes, to the Orient and Alaska. It is for this reason that the biggest manufacturing concerns in the country are installing exhibits which aggregate in value millions of dollars.

There will be, for instance, a complete meat-packing plant, which will show the process from the corral to the can.

One of the biggest watch-making concerns in the world is installing a modern watch factory and its whole process will be exemplified.

A jewelry factory will turn out artistic ornaments from crude metals and will manufacture table cutlery and the like.

A silk worm farm will provide cocoons for the delicate machines which, in the end, will turn out the finished cloth, and embroidery machines will illustrate the art of making fine embroideries.

The manufacture of textiles of all kinds, dress fabrics, blankets, "sweaters" and so on, will be shown in every phase.

There will shortly be in full operation a complete carpet-weaving plant, exposing to the public eye the secrets of the manufacture of ingrains, tapestries, Brussells, axminsters and the dozens of other weaves.

A rope walk, where Manila hemp will be made into good American hawsers, is now being installed.

Passengers and freight elevators, with every known safety device, will handle the Exposition "exchange."

Leather goods, trunks, valises, bags, card cases and all else in the line will be turned out of a fully equipped factory and craftsmen will produce the artistic products of burnt and stamped leather which have become so popular as ornaments for the home.

Sheet music will be printed and demonstrated on the piano and by a stringed orchestra.

Add to these every labor-saving device and every worthy product of the inventive genius of more recent years and a fair idea is to be had of the scope of the exhibits in the Manufactures Building alone.

On March 1, the Exposition was ninety per cent complete, which is ample assurance that it will be opened, a finished product the first day announced, June 1.

THE DAILY NORTH AMERICAN GIVES CREDIT TO THE WEEKLY PRESS AND THE MAGAZINES

ARE THE METROPOLITAN DAILIES SUBSIDIZED BY ADVERTISERS?

THE following as to the awakening of the public conscience and its source, and the attitude of the metropolitan press on matters appertaining to corporate and private interests as related to the public weal, that appeared in a double-column editorial of the *North American,* of Philadelphia, on March 20th, is worthy of careful perusal and consideration:

Readers of *The North American* are not uncertain about our estimate of the value to the nation of the awakening of the public conscience and the establishment of right civic standards during Roosevelt's seven years' tenure of the presidency.

But, rightly, or wrongly, we think it a novel example of candor for a metropolitan daily newspaper to admit that the progress made would have been impossible of accomplishment but for the work of a group of weekly and monthly publications.

The North American is not mock modest. When we do something that seems worth while we do not hesitate to blow our own trumpet. Most assuredly we should not dream of belitttling the splendid record of a free press that dates from Wilkes, pilloried.

But we believe in frankness in all things and in the correct chronicling of changes and develoements that affect national thought and conduct. So we feel it necessary to speak the conclusion forced upon us by careful retrospect of the past ten years. And that conclusion is that the new type of weekly and monthly magazine created in this country is the most impressive modern proof that a way always will be found to enlighten and express public opinion.

It is not with any feeling of cynicism or despondency that we record the fact that the influence for real, patriotic, right thinking exerted by the daily newspapers of America was dwindling almost to the degree of degeneraacy. That is the blunt truth, even though the daily newspapers have refrainod from speaking it.

But we never faltered in our belief in the poets, who are the true prophets, after all. And so, when we saw the world's strongest people sinking into subserviency to a sordid power, only because the people were being served by a press that was worse thaan subsidized, a press that had become enslaved, we did not doubt the outcome. We simply pinned our faith to the words that Kipling put into the mouth of "The American Spirit" in speaking of "The American," that

> "—through the change of mood and mood
> Mine ancient humor saved him whole.
> And in the teeth of all the schools.
> I! I shall save him at the last!"

And this is only a confirmation of the belief expressed by every deep observer of this unique nation, from De Tocqueville to Bryce, that when apparently completely throttled the indomitable American spirit kicks aside all precedent and finds an outlet.

The town meeting was the earliest expression of the American spirit. In Benjamin Franklin's autobiography we read how he paced the distance from center to outskirts of a meeting of Preacher Whitfield and reckoned, mathematically, that a crowd of 20,000 heard and were swayed by the orator's utterances. That preacher that day had an audience proportionately greater than the clientele of the newspaper with the greatest circulation today.

The era of oratory followed. It is not easy to draw the lines of differentiation. For the orator dominated the town meeting. The change, if we can mark it, came when people were stirred by the reports of the speeches of Webster and Clay almost as keenly as if the words had rung in their ears.

Newspapers meanwhile were multiplying. But they were venal, bitter, partisan broadsides. The people who read them did not trust them. Thought was guided by the men who spoke from the lecture platform.

For nearly twenty years this nation's course was shaped mainly by the lyceum bureaus. That era provides a lesson still lacking its fullest utilization, the combination of amusement and education. Especially in the sections where the puritan spirit presisted. theaters and everything purely esthetic were in disrepute. And so the voice of the nation spoke from the lecture platform.

All the political meetings down to the Lincoln-Douglas debates were just lectures campaignized. It was much later that public men began to make speeches not for the actual hearers, but for the readers of the printed reports. It was yet later when communication began with millions instead of hundreds by means of private letters written for publication, interviews carefully revised, and "inspired" conjectures by correspondents imparted under pledges of complete secrecy.

Future historians will be able to limit exactly the period that followed that of the lecturers. It was the era of personal journalism, the epoch of great editors, a time when the editorials of a few newspapers were awaited and studied day by day with blind faith and fidelity.

Those were the days of Greeley and Dana; of Medill and Storey; of Halstead, Watterson and McCullough.

There were giants in those days. But their papers were pygmies. Now the reverse is true. Development of mechanical possibilities, the perfecting pres and the linotype, the extension of the national area, the increase of population and the spread of circulation altered the entire conduct of American newspapers.

The editors of the older era faced clear-cut, simple issues. On one side or another, absolutely distinct, they maintained a virile and uncompromising attitude.

Every great newspaper then considered its editorial policy a part of the government in power or an exponent of the public in opposition. Less than half a century has made every such newspaper primarily a part of the community in which it is published and only incidentally a national factor.

This is the paradox. When the daily newspaper of America expressed and directed public opinion it was national in its editorial policy and parochial in its presentation of the news of the previous day.

Now it is a daily marvel in its internatioal summary of the actual world happenings of the previous hours, but either provincial or perfunctory in its comment thereupon

Reasons for the change are easy to cite. The cost of esablishment and maintenance of a modern newspaper plant; the amount given daily for a penny; the expenditures required for gathering and distributing the world's news are so great that a newspaper cannot live without a certain amount of advertising patronage.

The predatory interests were not slow to estimate how easily they could control certain interests by the granting or withdrawal of profits. From the allotment of official printing in the cities to the appointment of an able and therefore a dangerous man in the town to be postmaster

by grace of a corrupt state machine the system has been the same.

Debauchery has come from many an angle. The same bankers, suppliant to Wall street, are the ones from whom favors were asked by newspaper managers cramped finacially to keep pace with modern development. Volumes instead of brief comment could be written concerning pressure brought to bear by railroads, the liquor trade, the poisoners of food and medicines, the promoters of swindling mining and other stock schemes.

But two things above all others stand out as factors in the lessening influence of the daily press: The first is the purchase of newspapers by rich men, utterly destitute of any comprehension of the right functions of journalism. Jay Gould failed in his attempt at this sort of prostitution of public opinion. From Huntington, in California, to Morgan and Belmont, in New York, and from "Fingy" Connors, in Buffalo, to Oliver, in Pittsburg, we have only too many proofs that the plan now succeeds.

Yet even more potent, we think, is the yielding of the newspaper's sense of patriotism and right to the greedy demands of the great industries in the community in which each chances to have its being.

Read the comments on the Payne tariff bill, and every sane, well-informed American discounts the comment of the Boston papers regarding raw and finished materials that affect the factories of New England. Most of the Philadelphia criticism counts for no more than what New Orleans says of sugar, or Pittsburg of steel, or San Francisco of fruits, or Chicago of packing-house products. And it is common knowledge that what almost every big New York newspaper says is a Wall street echo.

And so when it had come to pass that the period of the daily newspaper as the exponent of enlightened public opinion had closed, as they became localized, the men of the magazines, with their touch upon the pulse of the national situation, came forward. A vacuum had been created. They filled it.

And the result has been that our civilization owes a debt to what has been done by McClure's, Everybody's, Hampton's, the American, Pearson's, Success. the Outlook, the independent, the Saturday Evening Post, and last, but most emphatically not least, Collier's.

We believe that an absolute new development, not only in the field of literature and the activitis of publication, but a thoroughly novel factor in our American civilization, has come into being within ten years.

Concerning it we shall have more to say in the future. Meanwhile, we ask our readers to think for themselves, as we have been thinking, to what extent thy have been informed and to what extent their attitude toward public affairs has been shaped by the periodicals that were either non-ex istant or negligible less than ten years ago.

WHEN THE OPERATOR TOLD ABOUT THE BOY REPORTER

AN INCIDENT IN THE BOYHOOD DAYS OF WILLIAM ALLEN WHITE, WHILE A "LOCAL CHASER" ON THE EMPORIA NEWS 23 YEARS AGO.

Twenty-three years ago, in a telegraph office in Emporia, an operator named Harned—a pink-cheeked, blonde mustached, red-lipped youth of many conquests among the ladies then, but who now probably is a fat, bald-headed, short-winded, watery-eyed, purple-faced man of fifty-five—sat with his feet on the table before him with an eye to passing girls on the walk outside, and told about the Walkup murder trial. I was a pimple-faced, long-necked, milky-eyed, loose-jawed, callowness of 18, chasing locals between school hours on the Emporia *News*, and just long enough out of the backroom of a printing office to think I knew all there was to be known in the printing business. Harned was a wizard. He conjured the court room into the dingy telegraph office; he pictured the defendant as a peri, and upon questioning, brought the reporters from the four corners of the earth and stood them at the counter before the clicking instruments. Then he added: "But there was the cleverest kid—boy only 16 years old; boy named Capper, down from Topeka. You ought to know him — just out of short pants — but say — he was a daisy."

That was enough. The romance of the picture was complete. But it needed the picture of the boy reporter to fix it in my memory. For I, too, was a boy, and fancied myself a prodigy. Every boy does that, but here was a boy, younger than I, who actually had been a real reporter, sent away on an assignment. He was my Highest Ideal. I was only a runaway chaser and "personal" purveyor, who rode with the driver of the hacks to the depot, and skirmished back to the office in the baggage wagon. But Arthur Capper was a real reporter, and only sixteen years old! It was like a fairy tale. So I bided my time and waited for Arthur Capper, to pay tribute to him.

In the meantime, the years lagged on as they do in one's teens. That fall I met Gerald Volk—the first real city reporter I had ever seen, and also I had seen from afar Van Benthuysen—afterwards managing editor of the New York *World*—and Albert, and Charley Duncan of Lawrence, who were "special correspondents" of the Kansas City *Times*, but while, of course, they were persons of consequence to me, I waited in eager anxiety to see and know the boy reporter. And then, in 1888, he came to Lawrence. There one night we met under the maple trees of Tennessee street, and I told him who I was—a local chaser and student reporter in Lawrence, and more I told him how I had heard of him, and always—which is true, for always when one is twenty doesn't date much farther back than the year before—I had wished to know him. And he smiled—like a cherub, and grunted, and looked pleased. And I became his vassal.

That was nearly twenty-one years ago. And he has worked and grown, and grown and worked, and made himself a great power in the West since then. And still the smile of the cherub has not rubbed off. He has quit grunting, but he still looks pleased. And in all these years we have been friends. To me, he is still the boy reporter—a person to be revered. To him, I am probably still that wild-eyed, impetuous youth who rushed up to him that night in Lawrence and shook his hand as if it were a force pump, and blatted about his triumphs, and told him of Harned, and tried to impress my importance on him, all in one breath. And so it will be to the end. Our first impressions last. We really change but little, and when we know one another in youth, when the veneer is thin, we see people better than we do who run plump into them in middle life. The soul is essentially the same, but it shows clearer in the days of our youth when the evil days come not. And so the cherubic smile, the patience of the youth who permitted the jay to assault him so blatantly with his exuberant foolishness in the night under the maple trees in Lawrence, is the same patient, kind-hearted gentleman he was then. The kindness that moved him that night to seem pleased, moves him to make the pleasantest work place in all Kansas for those who are near him. The same kindness that made men admire him as a boy, makes them respect him as a man, and has been the fundamental character of his whole life's work. For he has succeeded by smiling and working, and working, and working and working, and when in doubt, smiling. It is no very great miracle—but it is something worth trying.—*Topeka Daily Capital.*

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

AND NOW we shall get down to business on that contest which we have been talking about for some time. The letters which came to me in response to my invitation for suggestions, as well as those which have been received later, asking when the contest was to be announced, would seem to indicate that the readers of the department are much interested in having it "pulled off."

Out of the suggestions submitted, I have got many ideas, and the contest will proceed along lines which our readers have developed. Briefly stated, it will be a double contest. That is, there will be two classes of contestants—those who have taken prizes of some kind before (not necessarily in a NATIONAL PRINTER-JOURNALIST contest, but in any contest), and those who have never taken a prize of any kind on their printing. It is expected that this will have two beneficial results: It will, in the first place, develop some work of unusual excellence on the part of the leading men in the craft; and secondly, it will give those who have never entered such a contest an opportunity to test out their powers, with the assurance that they will not have to enter into what may appear to be unequal competition with more experienced men. I should not be at all surprised, however, if this latter class would develop some work equally as good as the first.

The piece of work on which we shall concentrate our efforts will be a letter head, that seeming to have the preference among the majority of those who have written me. It will not be a fictitious letter head, however, but will be bona fide copy furnished by a firm in Chicago which actually wants to place an order for some letter heads. This will give a zest to the contest which no other competition of this kind has ever had. The following specifications will govern the contest:

1. *Classes.* Class 1 will be composed of those who have ever taken prizes in *any* printing contest.

Class 2 will be composed of those who have never taken a prize in any contest.

2. *Copy.* The copy is as follows, to be set for an ordinary letter head, 8½ x 11 inches:

> The Cement Era. Devoted to cement, concrete and related machinery. Office of publication, 842 Monadnock Block, Chicago, Ill. Eastern office, 42 Broadway, New York, N. Y. Chicago,

3. *Stock.* The stock must be a white 20-pound bond of any suitable texture. The quality and texture of the stock will be taken into consideration in making the awards.

4. *Ink.* The ink must be in black and one other color.

5. *Specimens submitted.* Each contestant must submit five perfect press proofs of the completed job, and two press proofs of each color. These must be accompanied by a sealed envelope containing the name and address of the contestant. If in Class 1, the contestant must also state what former prizes he has won; if in Class 2, he must state positively that he has never before won a prize. This envelope must have on the outside the words, "Class 1," or "Class 2," according to which class the contestant is in. The envelope and specimens must be sent in one package, under letter postage, securely wrapped, to "E. S. Hanson, 925 Linden Avenue, Wilmette, Ill., Letter head contest," and must reach me not later than May 31, 1909. Each contestant may submit as many different speciments as he desires, but each lot must be sent separately and must be accompanied by the envelope containing information as noted above. The competition is open to all.

6. *Judges.* The judges of the contest will be the officers of the Cement Era Publishing Company.

7. *Prizes.* The first prize for Class I will be an order for five thousand of the letter heads at a price of $25.00, and $5.00 cash to the compositor. The first prize for Class 2 will be a copy of the Graphic Arts and Crafts Year Book for 1909, which is a valuable part of the education of any man connected with the craft, and $2.00 in cash.

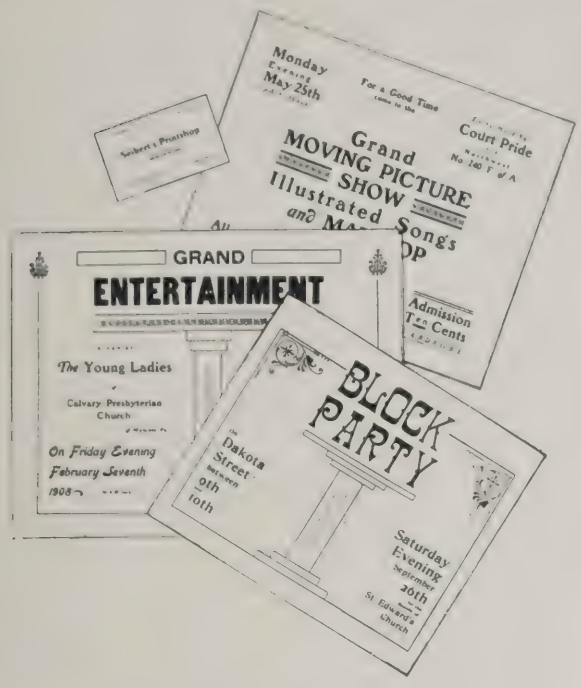
Two other prizes of a year's subscription to the NATIONAL PRINTER-JOURNALIST will also be given in each class, together with honorable mention of any specimens in either class which may merit it.

This contest looks like a very live one to me, and I confidently expect that there will be a large number of entries. Begin now. Do not wait until the last moment, for something may delay you at that time. Send in something very soon; then if you have another inspiration later, try again. There is no limit to the number of times you may try for these prizes.

If any of those who think of entering the contest would care to see a copy of *The Cement Era*, and thus get in a little closer touch with the subject, send me a request for sample copy at my address given above, and I will see that it is sent you.

The proprietor of a large printing establishment related to me the other day an incident showing how a decided stand for the preservation of his ideals on the part of a printer will work to his own financial good. The case in point was that of a small pamphlet which had been delayed in the hands of the compiler, and which the customer was now in a hurry to have put through. As soon as the proofs had been given their final "O. K." the printer got orders from the customer to get it out by such a date—which was only a few days away—without fail. The printer said that he would get it out on that date if the customer insisted, but that it would not be such a job as it should be, and that he would by all means remove his imprint before the job was run. He rather insisted on his point of view of the case; and the customer knew him well enough to believe that the printer actually was working for the customer's interest, and not merely to gain time.

The immediate result was that the printer was allowed such time on the job as was consistent with good

work; and the secondary result was that a few days later the same customer turned over to the printer, without estimate or any understanding whatever ex-

From Schubert's Print Shop, Camden, N. J.

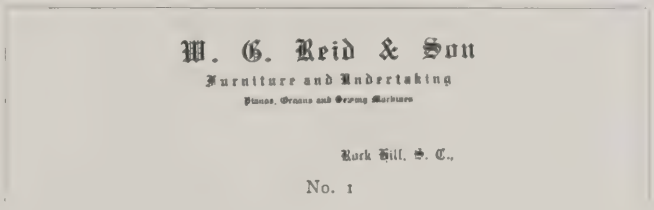
cept that it was to be a first-class job, a piece of work worth several thousand dollars.

The beneficial effect of many a good piece of printing is often largely lost because of being sent out in an

unattractive envelope. To a large number of men who send out printinng, the envelope is merely the wrapper, and need have no more hint of refinement or individuality than the piece of brown paper which comes around the steak from the meat market. Another man will see in it an opportunity for securing a favorable impression of the contents at first glance. He will make it of a suitable stock to harmonize with the enclosure, and will perhaps print thereon a catchy phrase or two to arouse the curiosity.

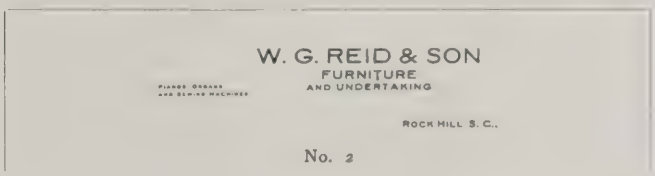
This paragraph has been inspired by a little book received from the Hart, Schaffner & Marx tailoring establishment. It is in an envelope made and printed like a well tailored overcoat, which tell you in refined Caslon that the Style Book is inside. In some respects the book itself is something of a disappointment, however. An effort has been made to introduce a "different" effect in the title page, with the result that, with its one monotonous size of type, it has about as much individuality as a coat made entirely in one piece. It has no lines of delineation or of beauty. It is about as artistic as a title page made with an alphabet of stencils. It seems strange that a good printing house (for the books give unmistakable signs of having come from such) would have made so great a blunder.

Sam H. White, Rock Hill, S. C., is another man who has run up against an ungrateful customer when he attempted to improve upon a job. After Mr. White had set the job as shown in No. 1, the customer in-



No. 1

sisted that he wanted his original copy duplicated. Mr. White tried to expostulate with him, but the customer was very sure that he knew what he wanted, and No. 2 was the result. "Who ever saw Old English spaced in that manner?" exclaims Mr. White disgustedly in in his letter. And echo answers, Who? The fault seems to have been with some unknown printer, who



No. 2

set up the job thus in the first place and spoiled Mr. Reid's taste for neatness in printing. See what a lot of esthetic undoing the incompetent printers are responsible for! Mr. White's first head would be improved by a little more space under the main line.

Here are two dainty pieces of work from the Observer Printing House, Charlotte, N. C. One is a blotter and the other a little envelope slip, the former with olive green predominating and the latter with brown. The halftone on the blotter is in three colors. It is printed on a separate sheet, die cut, and pasted

(Continued on Page 272)

WHAT'S WHAT ABOUT THE PRINT-SHOP

A TALK ABOUT SYSTEM, BY E. J. OTTAWAY, ST. CLAIR, MICH., REPUBLICAN.

THE subject suggests to me something of *absoluteness* and *finality*. It suggests *law*, and, therefore, *order* and *system*. To my mind, therefore, and for the hour at least, the topic, "What's What About the Print Shop," shall simply mean *system*.

We are all always willing to preach the doctrine of law and order in business, and, in fact, everywhere else. We insist that the railroad shall observe its schedule, or our condemnation is quick and emphatic. The housewife insists that the delivery boy be on time, or her wrath is likewise excited. We all demand even that the preacher shall preach an orderly sermon, and, likewise, it is perfectly apparent that the print shop should be in order.

To begin with, if there is any place in the print shop where order should reign, it is in the editorial room and the business office. The business office should be suggestive to the incoming customer that in the whole institution everything is "business from the word go." Above all else, to my mind, the business office should not be permitted to become a lounging place, not even for your business or social friends. The air of the front office ought always to suggest that you have something to do, and that when the customer's business is done, it is time for him to withdraw. I doubt not that when I speak of the lounger in the front office, there passes through the mind of each of you a vision of some one, two, three, or possibly more, amiable callers that drop in of a morning, or an afternoon, some times for no particular reason, except to kill time. How naturally they seat themselves on the edge of the flat top desk, open up a conversational lead that promises something in the way of gossip, and by the time they have somewhat carelessly reached for their watch and discovered that time flies, and that they have some other call to make, you have been cheated out of ten, twenty or thirty minutes of time that is more or less valuable to you. Some of these chronic loungers you tire of, and even dislike to see them coming, even though they may be good customers; others are very sociable and agreeable, and if you, as the business manager, are not careful, they soon have you in the bad habit of encouraging this sort of lounging, and the business office becomes a social center, where time is of no particular value; and this system becomes a habit that fastens itself, not only upon the front office, but sooner or later suggests itself to the foreman of the composing room or the pressman about his presses.

So I maintain that the business office of a newspaper or printing establishment should offer no encouragement to the lounger. Let the air of the business office be one of snap and you will just as easily impress the caller that you are the head of a *business* institution as you will, by more indolent action, impress him that you are not very busy and that he may just as well sit down for an hour. Unless my theory of the business is absolutely wrong, the front office is no place for a social call, but should be the ever active brain-center of the whole printing institution.

There may arise the objection in some minds that this is good theory, but not necessarily good practice. For instance, I know there are some editors who rely for a good portion of their news on just these loungers that drop in of an afternoon or evening and dispense to the indolent editor all the gossip that he may have gathered in his rounds; but this, I maintain, is not business, it is not reporting; it is simply sponging off the idleness and garrulousness of the gossips of the town. The business man will make more headway by making his home a social center, inviting his business friends there of an evening, than he will to maintain his office as a smoking room. I would not attempt to maintain that the man in the front office should not ever be affable and obliging, giving each customer the full measure of time that he should have in the transaction of his business, but I scarcely think that any of us believe that it is necessary to perform our social duties in the front office in order to maintain the respect and retain the patronage of our customers. Let the "society act" be done at home and leave the office strictly for business.

THE BUSINESS OFFICE.

I want to amplify a little the assertion I made a moment ago that the spirit of idleness and social restfulness in the business office suggests a somewhat similar spirit among the men in the back room. If you, as manager, have the time to entertain you friends in your front office, it will not be long before your foreman has callers that are stealing his time.

And, similarly, if your business office is full of the spirit of activity, you need not fear that the workmen will be wasting their employer's time in any lazy frivolity, or visiting with guests of their own. Therefore, to get the best results from your employes, in whom you are always anxious to cultivate the modern spirit of hustle, let the same spirit prevail in your own work. It is not an idle observation to say that both the *quality* and *quantity* of the work your employes turn out are directly affected by the spirit in which they are doing that work, and if the business manager suggests that time is of no particular account, and that *system* and *order* are not essentials, you will find in the product of your office results that will tally exactly with the prevailing spirit of the institution. Get rid of the lounger; get your news where it properly should be gotten—at the source of supply.

The business office should be a cheerfuld, inviting place in which to do business; order should prevail everywhere, from the counter to the waste basket. The day is past, it seems to me, when the business department of a printing office can transact its entire business around two spindles, on one of which, *the larger*, the unpaid bills are stuck, and on the other—and usually much smaller—the paid invoices are impaled. That system is just such a one as encourages the eternal lengthening of the spindle with the unpaid bills, and the final removal entirely of the spindle marked "paid.'

I say the day is past in any modern printing office where business can be transacted on this basis. Your customer demands results from you that are up-to-date. He wants his letterheads in the latest type; he wants his advertisements in something new and airy, and he wants his business transacted from the moment it comes to your business counter, until he gets his receipted bill, in the most orderly, accurate and systematic way. He wants to be assured that when he brings you his job of printing and you promise him a proof the next day, he has not to keep it further upon his mind. He wants the proof *when it is promised*, without his jingling the telephone two or three times, and finally having to come to the office to hurry you up. He wants the finished job *when it is promised*, he wants his invoice when the goods are delivered and he wants the invoice receipted when he pays his bill.

I propose to describe to you in detail the system in vogue in my office, not that I mean to maintain that it is the best system on earth, but as I told you at the start, I have to make my bluff good, having accepted the challenge of your executive committee. The old phrase, "Assume a virtue, if you have it not," may apply in this case. We will, therefore, follow a printing job from the time it strikes the business office until it is delivered to the customer, and thus exemplify

what I would call a fairly reasonable system for the print shop.

When the order for a printing job is received, no matter how small or how large, the first requisite, it seems to me in any successful office system, is that it be promptly entered in the order book. Delay in this respect may mean that in the hurry and bustle of the active office, if the job is not promptly entered, it may never afterward get into the order book at all, but may go through the process of printing, be delivered and no invoice ever be made, in which case, unless you have a particularly honest customer, your work will be done but never paid for. The order being entered, therefore, under proper date and with the proper name of customer and description, the next requirement should be the invoicing of the job in duplicate. If you know what the price is to be, put it down at once; if you do not know what the price is to be, this item can be easily supplied when the job is done. By this method every job in your office is always invoiced and on its proper file, the invoice to be taken off this file when the work is done and the job delivered, the original invoice to be sent to your customer, the duplicate to be passed on to your bookkeeper for proper entry in journal and ledger.

When entered in the order book, this job has its proper number and this number stays by the job forever. It appears on your job envelope, which is made out at the same time your invoice and order entry are made, and should have enough data thereon so that the job may always be identified by this envelope, (a sample of which I hold in my hand). At the same time that this envelope is prepared, a card is made out for the composing room, the same number being stamped on this card. (Describe card). Likewise, a card is made out for the press room, for the stock room, and bindery, and possibly for the linotype machine, the die cutting machine, and in some cases a card is made out for the packer and another for the ink record. It does not often happen that all these cards are required on any one job. When the job goes from the business office to the plant itself, each of these cards goes to its appropriate department *at once*. By this method the composing room foreman always knows what jobs are before him and when they are to be turned out. Likewise, the pressman has the same information, knows what jobs are coming and when he must deliver them. The card that goes to the stock room informs the stockman at once; he cuts his stock and it is always there when the form comes down.

There are two decided advantages in this card system which may strike you at first glance as intricate. The first advantage is that each department knows *all the time* what is before it, without having to meddle with the time or affairs of any other department, and the pressman cannot growl when the form comes to him and say that he is not ready for it because he did not know it was coming, for he does know that it is coming, and if the stockman has done his duty the stock is there before the form. Every man in the institution is ready for this particular job; indeed, he is waiting for it, and he gets his information without having to leave his department. This may be properly called the advantage of economy of time and effort.

The second decided advantage of this card system is that when these cards are filled out and returned to the business office, the manager has before him a complete history of this job and he can tell what it has cost and what it is worth to sell. for on the composing room card he has the exact time that was consumed in that department, his press room card tells him the whole story there, and without leaving his desk he has absolute data for figuring exactly the selling price of his commodity. Possibly the price has already been fixed. If it has, this data is equally valuable to him in that it tells him whether he made his price too small or too large, and when the job has to be done again he can raise the price if need be, or what is equally valuable, if he is in competition, he can lower his price, if the data at hand warrant him in so doing.

This whole system, in an office of small size, can easily be reduced to the limits of the job envelope, and all of the necessary data recorded for all time on the face of this job ticket or envelope. These envelopes, of course, should be filed away in an oredrly cabinet of some sort, so that they may always be easily referred to; the job number should be entered in the ledger account with your customer, and if he should send you an oredr for the same job again you have in this job envelope the former job, the copy, the proofs and sample of completed work. If your customer, therefore, telephones you that he wantes five thousand more envelopes the same as his last order, you do not have to send your boy after the copy, nor does your customer have to bring it to the office; you have it always on file and easily referred to.

In any office system, it goes without saying, that a good set of books is essential. It is not enough that your system in handling your customer's business should be ample and complete, but it is equaly essential to the success of your business that your own end of it be kept in systematic shape. Therefore, you must either be a good bookkeeper yourself or employ one. The ordinary journal and ledger accounting must be carefully attended to, and in the successful office you will necessarily go still further and keep such a set of books as will allow you to analyze your business thoroughly at such periods as you may deem wise, either monthly or quarterly, and certainly annually. Otherwise it is simply the wildest kind of guess work as to whether you are making or losing money.

I have no suggestions to make as to your ordinary accounting, except that to make a system effective and complete your journal and ledger and cash book must always tell the exact truth. But, for the final analyzsis of the business, I do want to call your attention to the system necessary to tell you accurately at the end of any stated period "where you are at." To do this in our office we have a voucher record in which from month to month we keep a complete account of our business and from which we may always know each month the history of that month's work. This voucher record is really a history of our banking account and I will read you an imaginary entry or two; for instance, here is check or voucher No. 5760; date paid, Feb. 19, 909; in favor of J. W. Butler Paper Company; for stock, $79.86. And then there are twelve columns in which one of these vouchers is sub-divided. These twelve columns are headed: Management Expense; Composing Room Expense; Press Room Expense; Bindery Expense; Stock Room Expense; Miscellaneous Expense; Stock; Tools; Machinery; Office Furniture and Fixtures; Machinery Repairs, and what is most important in every office, a column headed Dividends. Now, this voucher record, if properly kept, will, each month, give you exactly what you have paid out for any one of these items. By comparison from month to month you are able to see where the expense of your office is increasing, and what is very essential, you are able to determine the relative cost of labor, stock, managment or any other expense. This is important. For instance, we have found in our business that our labor expense should approximate 40 per cent of the total amount of our business. If we discover in a certain month that this item has increased to 50 per cent, we know there is something wrong and that some one has been doing some non-productive work.

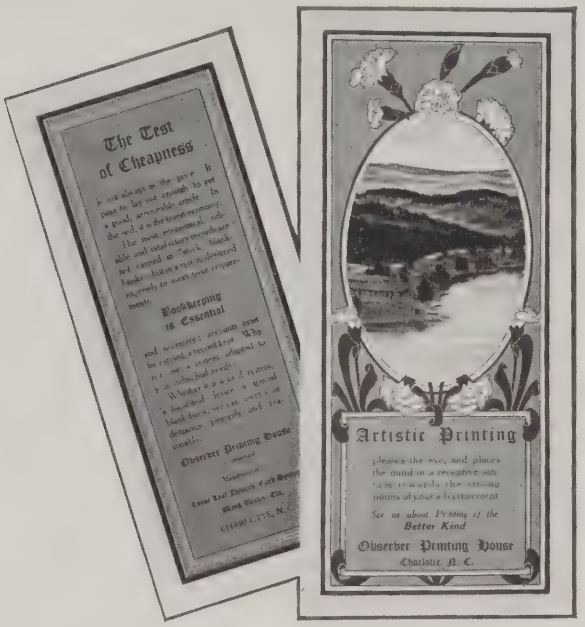
Likewise, we have learned that our expense for stock (paper and ink) should approximate 20 per cent of the total

(Continued on Page 275)

REVIEW OF JOB PRINTING

(Continued from Page 269)

on. In this way the office no doubte utilized a square halftone which happened to be available as well as a



border design which may have had something entirely foreign to the subject in the oval.

I am showing here a letter head printed from an ordinary zinc plate, the drawing for which was made in a very short time by a new device, the invention of Mr. Edward P. Noble of Chicago, called the automatic rotary pen. Its highest quality lies in the value of the line it produces, being the true drawing-pen line, of any desired width, and as it is rotary, it adjusts itself to any direction in which it may be moving. This specimen was made exclusively in free hand, and

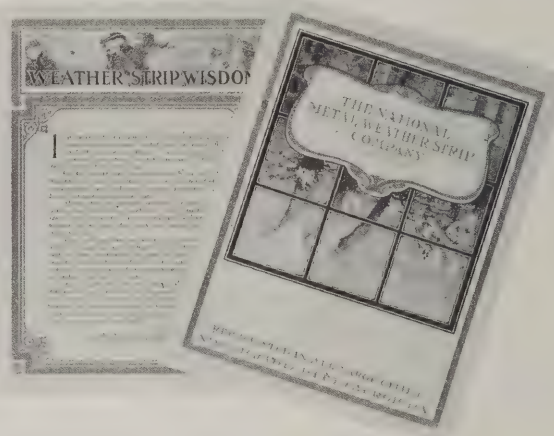
shows a quality of line that could not be achieved in any other way except by processes so tedious and laborious as to render their employment prohibitive on every-day commercial work.

For the purposes of this paragraph I should like to paraphrase the old saying of "The more haste, the less speed," by making it, "The more speed, the less efficiency." In many places where the eight-hour day has gone into effect, there seems to be a determination on the part of employers to so "speed up" the force that fully as much will be accomplished in the shorter day. Sometimes it seems that there is a passion for doing even more than under the old schedule. Long hours of overtime are put in, and immense strain is put upon the men. The result of all this is sure to be bad. The men become overwrought and are not as valuable as when they are working a normal number of hours each day. They lose interest in their work, and in many cases valuable men become sick and are away from their work, breaking the routine of the office, and paying out for themselves in doctor bills and losses what they have made in overtime.

The time sheets of a closely timed shop will show that the men do not accomplish as much per hour when they are putting in long hours as when working on a normal schedule. They come to work in the morning with hands moving listlessly and brains not thinking clearly. The customer who audits his bills closely will be quick to discover this, and it is more than likely that the proprietor of the shop will be obliged to cut down the bills of some of his customers on this account, thus bringing an actual loss upon himself for unproductive time.

An honorable workman starts out in the morning at a pace which will bring him to the fatigue point when the regular quitting time comes, and he should not often be forced beyond that point.

A number of catalogues of the faultless variety have come from the Werner Company, Akron, Ohio. They



are gotten up with the best of care, and an effort is made to make each one in some way appropriate to the

B. G. FOLLANSBEE, President
WM. U. FOLLANSBEE, Secy & Treas.
WM. BANFIELD, General Manager

FOLLANSBEE BROTHERS COMPANY

DIRECTORS

B. G. FOLLANSBEE — NATHANIEL HOLMES
WM U FOLLANSBEE — H DARLINGTON
WM BANFIELD — J D LYON
W W BELL

General Offices and Warehouse
LIBERTY AND SHORT, SECOND AND THIRD AVENUES
PITTSBURG

Open Hearth Works and Mills
FOLLANSBEE, BROOKE COUNTY, W VA.

THE ONLY AMERICAN MANUFACTURERS
HAMMERED OPEN HEARTH TIN PLATE.

Copyright, 1908, by Follansbee Brothers Co., Pittsburg, Pa.

subject in hand. The title page of the Follansbee catalogue shows what can be done to give balance and individuality to a crowded page. The pages from the weather strip catalogue shows how the Werner Com-

Roses
Peonies
Azaleas
Conifers
Hydrangeas
Pot Grown Shrubs
Lilacs
Lilies
Clematis
Shrubbery
Rhododendrons
Ornamental Trees

Introducers of the New Baby Rambler Rose. "Boskoop Baby
Ask for Plate and Descriptive Matter Catalog now ready

Kersbergen Brothers: *Boskoop, Holland*
Wholesale Growers & Exporters
Represented by N van Hevelingen
Rich, Coahoma County. Miss

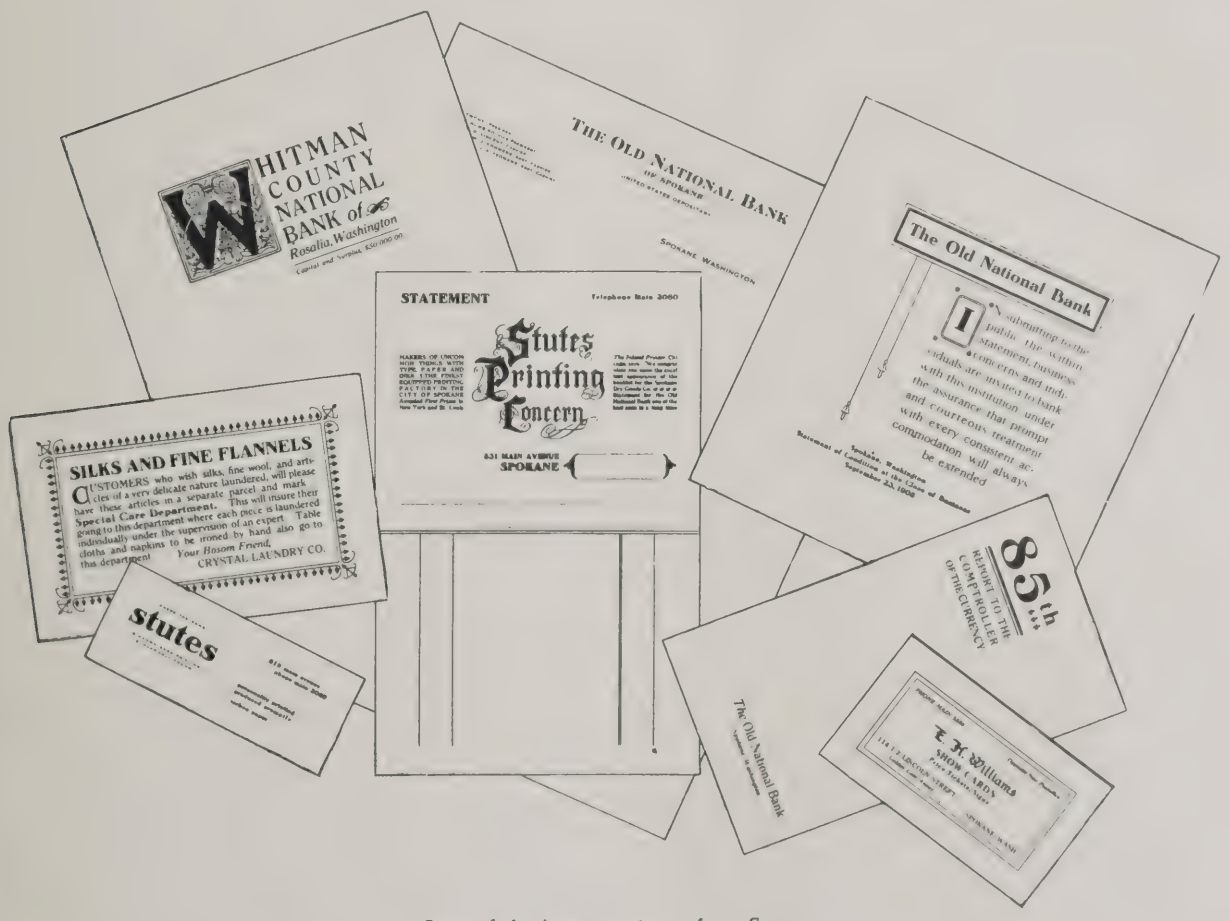
Address mail care
The United States Nursery Co. Rich. Coahoma County. Miss

THIS LETTER BEING DATED

pany gives a touch of realism to a number of its productions.

No, Brannon has not disappeared from the face of the earth. But he has been "laid up," as he says in a note written on the bottom of a letterhead which is reproduced in this issue. The head is on white linen finish bond, the body of the matter printed in black, with the ornament and the words, "Boskoop, Holland," in red. Personally, I think I would prefer to have the ornament slightly less prominent, which might be done either by using a smaller one or printing it in a lighter shade of ink. If this latter method were adopted, the words in red could be set in a larger size in order to preserve their relative weight. There is just a suspicion in my mind that the main lines are not quite strong enough. If this is really so, they might be given a little more prominence by indenting the two lines below them. Good health and good luck to Brannon, and may we see more of him.

Stutes, according to the latest specimens received with the Spokane postmark, has organized himself into the Stutes Printing Concern. But he cannot lose his individuality in a change of name, and is still keeping his town prominently on the map so far as good printing is concerned. Nearly all the specimens shown here were in two colors in the originals, principally in red and black, which is a favorite combination with Stutes.



Some of the latest specimens from Stutes

MICHIGAN EDITORS.

ONE of the inspiring signs of progress and permanent upbuilding is the interest now taken in, and the character of, the papers and addresses made and the discussions had, at the conventions of organizations of newspaper makers, including those of the publishers and business managers, editors, advertising agents and managers, circulation managers, illustrators, writers and humorists, and at the meetings of printers. The members of these organizations have become the evangels of this age and there is nothing that pertains to human interests or advancement that does not find place for earnest, sincere and dignified consideration.

Among associations whose conventions are ideal is that of the Michigan Press. The recent annual gathering in Flint was of the usual high standard. The matters brought before the editors by the members on the program were ably treated and outside of the sessions the important institutions of Flint were viewed and investigated in a manner to bring profit to the editors, and the communities whose well-being is largely under their influence as well as to the best interests and the fame of the beautiful city visited and honored with these promoters of the commonwealth, who were among the people taking notes and printing them. The *Michigan Bulletin* tells the story in part as follows:

The meeting of the Michigan Press Association held at Flint Thursday and Friday, Feb. 25-26, was one of the most entertaining and profitable sessions, to the members of the profession generally, ever held. Flint is a highly hospitable city and there was not one dull moment while the visitors were in "The Vehicle City." In fact, the pace was so strenuous that not a few of the guests put in the following Sunday trying to make up lost sleep.

Howard H, Fitzgerald, owner and publisher of the Flint *Daily Journal,* the biggest small daily in the Middle West, and president of the Flint Improvement League, was head bugler during the Flint meeting of the M. P. A., and made an ideal host. One editor said Fitz ought to have St. Peter's job "welcoming the editors into Heaven" when our earthly labors are o'er. We're all willing and think we would all feel at home.

The "doings" opened Thursday noon, Feb. 25, when those who had arrived were taken to the Oak Grove sanatorium to inspect this magnificent health resort and be entertained at luncheon by the management. The opening session was held that afternoon at 3:30 in the supervisors' room in Genesee's splendid new courthouse. President C. C. Vaughan, of the St. Johns *Republican,* at that time gave his annual address reviewing what the association stands for. In speaking of Flint's wonderfully inspiring spirit of progressiveness, President Vaughan said:

" I am very glad we were accorded an invitation to meet in Flint, one of the great manufacturing cities of our state and one of the pleasantest places in Michigan in which to make a home. Flint is filled with broad-gauged men as well as handsome women—and by the process of absorption, if no other way, we ought to take away something of value from this meeting."

That evening, an informal reception was held in the parlors of the Dresden hotel and a smoker was also enjoyed by the gentlemen in the club rooms of this hospitable hostelry.

Many of the members of the Association also had access to the conveniences of the Elks' club. Flint lodge is one of the strongest in the state, having over 600 members.

The private car Yolande, of the Detroit United Railway, was placed at the disposal of the editors Friday morning for a trip to the plant of the Buick Motor Company. The car was filled. At the factory the visitors were taken in charge by W. H. Little, factory manager, and others connected with the company, and then began a personally conducted tour of inspection that did not end until nearly every part of the huge concern had been visited. The editors and their wives were shown the making of the famous Buick from the beginning to the finished product, and to state they were surprised at the magnitude of the plant, the number of men employed and the size of the factory's output is not expressing it fully. This concern employs 3,600 men and turns out from 65 to 100 completed automobiles every working day. The average pay roll reaches $38,000 per week.

On Friday noon the press party congregated at the Michigan school for the deaf where Supt. F. D. Clarke and wife held open house. James Slocum, of Detroit, one of the members of the board of control of this institution, was in the receiving line. A delightful luncheon was served by students of the school and at its conclusion all went to Brown hall where a unique entertainment was put on by the little deaf and dumb tots to give the editors an idea of the worthy work this institution is doing. There are about 350 boys and girls in the school and if the deaf and dumb ever need assistance every editor belonging to the M. P. A. will indeed count it an honor to "lend a hand."

A. E. McKinnon gave a report during the afternoon session concerning the proposed summer meeting and excursion of the association, when it is planned to take a trip over the Canadian Pacific railway and the Grand Trunk Pacific, using the latter's line through the northwest. Three routes are to be considered by the association, the first a trip from Sarnia to Laggon, in the heart of the Canadian Rockies, and a trip from Sarnia or Detroit to Vancouver. It is said the approximate cost of the trip to the northwest will be about $50, which includes fare both ways. Seventeen days are to be devoted to the summer excursion.

James Schermerhorn, of the Detroit Times, gave his splendid plea for cleaner advertising columns under the title "Patriot, Penman, Publisher" and this, too, will be reproduced in full in a future issue.

The annual election resulted in the choice of A. E. McKinnon, Detroit Free Press, for President; H. H. Fitzgerald, Flint Journal, vice president; H. A. Hopkins, St. Clair, seretary; Will R. Cook, Hastings, treasurer.

A report was heard from the legislative committee and an effort will be made to get better libel law legislation the coming season. One hundred dollars was voted to be used in drafting a bill. The old committee was re-appointed for another year.

The Association endorsed in strong terms the plan proposed by M. L. Cook, of the Hastings Banner, calling for the use of a portion of the primary school fund in promoting the extension of industrial education. The paper will be printed in a subsequent issue.

One encouraging feature about the Michigan Association is that the entire press of the State is represented therein. There is a common bond among all newspaper makers, whether they be workers on the large dailies or on the home weeklies, and there should be cordial accord, co-operation and interchange of views. Each can learn from the other, and all are in the same lines of service for the information of the people and aiding all their worthy undertakings.

WHAT'S WHAT ABOUT THE PRINT-SHOP.

(Continued from Page 271)

of our business, and, likewise, we note that our miscellaneous expense approximates a certain percentage. We take notice of any changes in these percentages at stated intervals and thus know at once exactly where to put our finger on the source of trouble.

There are many of the ordinary little matters of system that I have not touched upon and which will appeal to you in the office as obviously necessary, such as keeping duplicates of your orders for stock, type, ink, etc., but these are small matters of detail that fit themslves into any system that is adequate, and it has occurred to me that any value that my paper might have would be primarily to impress you with the necessity of adequate system, rather than trying to instruct you in any little matters of detail.

I have confined myself almost entirely to system in the printing department, and have said almost nothhing at all of system in the advertising and circulation departments of the newspaper. It is, of course, equally important that these matters be handled in every office with absolute system, especially the circulation.

* * * * * *

Don't use cheap labor in the print shop. Don't use cheap tools. Don't use old type. Don't use old machines. Get rid of your shafting, if possble, every bit of it. It is a dirt collector and a dirt nuisance that has no place in the modern print shop where the whitest of paper must be kept clean. Use individual motors, if possible, on each machine—it will pay in the long run. Encourage your employes to keep fully abreast of the business. If they do not take a good trade periodical, give them one for a Christmas gift. Send your foreman on an excursion occasionally to a shop where you know they are up-to-date; don't be afraid you will lose him, for if he is good enough for some one else to hire, he is probably deserving of an increase of wages, anyway.

The best system undoubtedly for the front office, for the composing room, for the press room, for the bindery and everywhere else throughout the printing establishment is to be up-to-date and stay there.

EDITOR AND PROSPECTIVE MAYOR, LON SANDERS

The receiving a copy of the St. Louis *Daily Star,* bearing, at the head of the editorial page, "By Lon Sanders," was somewhat of a surprise in the office of the National Printer-Journalist, where Mr. Sanders has been, for so many years, held in high esteem as the head of the Sanders Engraving Co. However, he has long associated with editors and publishers, attended their conventions and taken a place on their programs, with honor to himself and to the entire satisfaction of the members, and to their valuable instruction as to that very important part of modern newspaper making, proper illustration. While he imparted knowledge, he evidently acquired knowledge, for this issue of the daily under his name, was in every way creditable and worthy of an able and experienced newspaper man. Mr. Sanders has for many years borne a semi-official relation to the National Editorial Association as the illustrator or official artist of many of the delightful conventions that he has attended and excursions in which he has participated, but now he is entitled to be taken into full communion and fellowship.

The paper was filled with such noble sentiments and pleas for ideal citizenship and service for the common good, as are taught in model press organizations and have been advocated in the conventions of the Missouri and National Editorial Associations with which he has been closely allied and in which he is highly esteemed.

Now the good people are urging him for the position of mayor of St. Louis in the interest of improvement, reforms and good government. When in St. Louis, on our return from attending the Kansas Press Association, at Topeka, we learned that Mr. Sanders was being urged as a mayorality candidate by so good a man as Governor Folk, but really, we did not suppose that he had any ambitions in that direction. He never said a word about it himself, though we met him in his office. He only talked about improvement in his engraving establishment, and the moving of his office to the first floor of the building occupied by his company, in order to better facilitate transactions with, and to accommodate, his customers. The Sanders Engraving Company is not going out of business, but enlarging and improving, yet the people are earnestly booming the well-liked President of the Company for Mayor, and here are some of the reasons, coming to us by the way of a student of the Illinois State University at Champaign, clipped from a letter in the St. Louis *Times:*

"The Democratic party should nominate Lon Sanders for Mayor of St. Louis:

"Because he has the executive ability to fill the office.

"Because he has supreme faith in St. Louis and her future.

"Because he stands for the improvement of the streets of St. Louis.

"Because he is a progressive man in every sense of the word.

"Because he is well versed in the problems that confront this city at the present time.

"Because he represents the best element of the voters and has no connection with any political machine.

"Because he would administer the laws in the benefit of the whole people."

We are ready to endorse every word of this

The following statement is printed at the head of the editorial column over his own signature:

"If all or half that's good in thought, as published in the daily press, could be converted into deed and act, we'd have so much good news to tell there'd be no room for bad."

That sounds just right for one who has been, for near twenty years, a reader of the National Printer-Journalist, and we are proud of him as a faithful student and friend.

Cadillac, Mich., March 24, 1909.

Dear Sir:—I wish to thank you for your favorable criticism of my ads, and wish to say that the benefit I get out of your paper every month alone is worth many times the price of a year's subscription. L. Currey.

THE AD MEN IN SESSION

JOINT CONVENTIONS PROPOSED—"THE BEST ADVERTISING."

NEWSPAPER-making is so broad in its scope that within its all-embracing work, separate professions have developed. Advertising is a bi-product of the newspaper, yet it has become more profitable, in most cases, to the business, than is the direct product itself and involves or requires, in its development and handling, separate and special training and ability. Advertising has come to be studied and taught as a profession and the ad men have wisely formed separate organizations and hold conventions that are becoming as important, educative and promotive as have been the organizations of publishers and editors. It would be most useful, if these ad men would meet at the same time and places as do the publishers and editors and hold joint sessions at certain hours that would be convenient to both organizations. Why could not the Associated Advertising Clubs of America meet at Seattle, July 19 to 25, at the same time of the convention of the National Editorial Association and carry out some such plan? Arrangments could, doubtless, be made for the members of both organizations to join in the plans for journeying to and from that city and in all the excursions and entertainments. It would result in great good to get all the newspaper workers together for mutual conference. A great deal of the benefit at these annual gatherings results from the conferring together and the interchange of views, in friendly conversation, outside of the convention halls. A wise man said, many centuries ago: "Iron sharpeneth iron; so a man sharpeneth the countenance of a friend." These ad men could sharpen the wits of publishers for the mutual benefit of both and to the great advantage of the business. On February 23rd, the Southwestern Division of the Associated Clubs in America met at St. Joseph, Mo., and the *News-Press* says: "The St. Joseph Ad Club did the best advertising of its career yesterday, entertaining delegates and visitors to the first annual convention." So it is evident that the place visited would share in the benefits of the joint visit of the ad men and the editors.

The Topeka *State Journal* gives the following outline of the proceedings and entertainments at the St. Joseph Convention:

The Topeka delegation which visited St. Joseph yesterday came home today captivated by the hospitality and courtesies of the St. Joseph Ad Club and the people generally.

The occasion was the first annual convention of the southwestern division of the Associated Advertising Clubs of America. The local papers referred to it as one of the great events of the year.

The business meeting was held in the lodge room of the beautiful new Elks building, while the headquarters and the banquet were at the Robidoux, the lately finished new nine story hotel, said to be the finest between the Mississippi and the Pacific coast. The states in the division are Missouri, Kansas Nebraska, Oklahoma, Texas and Colorado.

A. E. Hutchings of Kansas City, president of the division,, presided over the meetings.

Dallas, Texas, was selected as the meeting place for the next annual convention in February, 1910.

Frank P. MacLennan of Topeka was chosen president by acclamation for the ensuing year, just as he had been selected by the Topeka delegates to nominate for the office another man. The Topeka delegation was anxious for the election of J. B. O'Brien, president of the St. Joe Ad club, but fate decreed otherwise. Topeka was also accorded the secretary Mr. J. L. Vincent of the *Mail* and *Breeze.*

The Topeka delegates were Charles P. Adams, president of the Topeka Ad Club; H. A. Heath, secretary; F. S. Savage, advertising manager Santa Fe company; L. P. Booth, Missouri Valley *Farmer;* W. B. Flowers, Topeka *Capital;* W. R. Gilmore, Topeka *Capital;* Frank P. MacLennan, Topeka State *Journal;* E. W. Rankin, Kansas *Farmer.*

The banquet room of the hotel was filled with a merry crowd. The entire menu "from soup to nuts" was made up of St. Joseph products.

BANQUET AT THE ROBIDOUX.

The toastmaster said in a neat speech: "The St. Joe club is proud of its own success, and that the next meeting will be Dallas, Texas, while the presidency goes to Topeka."

The banquet program follows:

Toastmaster—J. B. O'Brien, president St. Joseph Ad Club.

"The Best Advertising" .....Frank P. MacLennan, Topeka State *Journal.*

Ad Club Quartet .....Harrison, Hahn, Miller and Raidt.

"The Modern Advertiser" .....Charles Morris of the St. Joseph *Gazette.*

Baritone Solo, Selected .....Frank Lawlor

"Sidelights on the National Convention" Mayor A. P. Clayton.

Song .....Ezra Harrison

Advertising and Government by Commission, Lafayette Young, Des Moines *Capital.*

Solo .....Fred Miller

"All Men Are Advertisers" .....Ewing Herbert of the Hiawatha *World.*

A. E. Hutchings of Kansas City, president of Southwestern division.

Ad Club Quartet, Auld Lang Syne

THE SPEECHES.

The eloquent speeches of the evening were those delivered by Lafayette Young of the Des Moines *Capital,* Ewing Herof the Hiawatha *World,* and Charles Morris of the St. Joseph *Gazette.*

Ewing Herbert is a great favorite with the St. Joseph people and all listened intently and applauded loudly throughout his speech, highly complimentary to St. Joseph, yet sprinkled profusely with the praises of Kansas.

Lafe Young, the silver tongued orator of Iowa brought cheers from his audience. After discussing advertising matters he closed with a dramatic description of the great success of the commission form of government in Des Moines.

Charles Morris of the *Gazette,* a spellbinder well known in Missouri and portions of Kansas, spoke with much entertainment and instruction upon modern advertising.

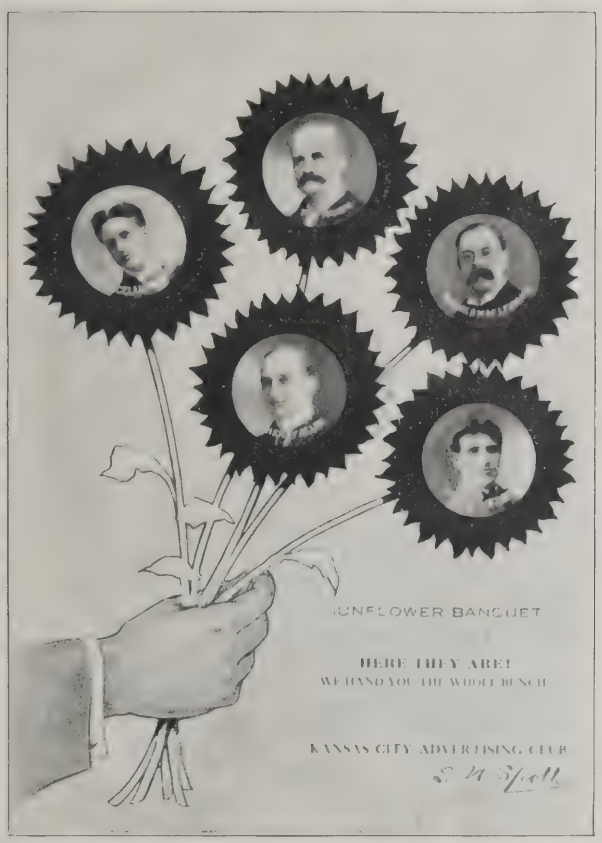
A. E. Hutchings, the retiring president, a great favorite, was exceedingly happy in his talk.

Mayor A. P. Clayton, one of the brilliant after-dinner speakers of the west, and mayor of St. Joseph, in his inimitable manner, with his lively wit earned the ovation as the representative of hospitable St. Joseph.

Mr. MacLennan, who was introduced as the newly elected president, gave a number of reminiscences of his experiences

and aquaintances in St. Joseph during the past twenty- five years, adding:

"While we cannot carry away with us your fine Convention hall or your magnificent hotel, we can carry away with us, without robbing you, that which is greater than either of them, because it created them both: the spirit of the energy, of the enterprise and of the enthusiasm of greater St. Joseph," closing with; "It has always seemed to me that the word 'advertising' was an especially fitting and appropriate one for the thing which it designates. In analyzing the word, you are reminded of the fact that its derivation is from the Latin



word 'ad' meaning to or toward, 'vertere' meaning, 'to turn.' In other words advertising means, a turning to-ward.

"Then the best advertising must be that which turns toward the best things.

"The best advertising may be an editorial, it may be the tone of a news article, or it may be the spirit of a report, or it may be the expression in one form or another of just such hospitality and kindness as that being shown today in St. Joseph toward the representatives of her sister cities who have come here upon your kind invitation.

"The best advertising is that which advertises, that is, turns toward the right; right thoughts and right living; that which turns toward charity, toward courtesy, toward promise, toward progress, and that which turns us to high purposes, to high resolves, to all the good things of this life and of the life to come, is truly, 'the best advertising.' "

THE NEWLY ELECTED OFFICERS.

The following are the newly elected officers:

President—Frank P. MacLennan of Topeka.
First vice president—George W. Baker of Dallas.
Second vice president—S. N. Spotts of Kansas City.
Secretary—J. L. Vincent of Topeka.
Treasurer—Jesse Schwartz of St. Joseph.

Directors—R. E. Bassett of St. Joseph, A. E. Hutchings of Kansas City, Charles Hutchings of Oklahoma City, Thomas P. Thornton of Dallas and J. W. Booth of St. Louis.

ITEMS OF INTEREST

C. A. Leicht of New Lisbon, Wis., has sold the Marathon *Times,* which he founded two months ago, to B. E. H. Manning of Ashland.

W. T. Ireland, formerly publisher of the Gilman, Ill., *Signal,* and later a clerk at Washington under appointment of Uncle Joe Cannon, has returned to Onarga, Ill., to fill a long-felt want, the starting of a new paper.

The body of Guy Seeley of Redbud, Ill., publisher of the *Pilgrim,* was found in the Okaw River, after a two days' search. He went duck hunting, fell from his boat, but caught his feet in a rope and was unable to extricate himself.

There is talk of another newspaper in Beloit, Wis. It is to be a morning paper and will be deoted to the saloon interests, and it is said that it will be a modern, up-to-date periodical and will be launched in time to deal heavy blows in the fight that is to be made for the saloon in that city within the coming four weeks.

At Marinette, Wis., A. E. Schwittay, the suspended district attorney, has secured $680 in subscriptions to start a newspaper to "print news fearlessly" and to defend him from the charges. He says it will be issued as a weekly first and daily later. The first issue is scheduled for Thursday, March 25. It will be called the *Compass.*

Roy R. Robinson, city editor of the Oskaloosa *Herald,* and Miss Sadie Dugan, also of Oskaloosa, came to Des Moines and were married last week by the Rev. Thomas Cassady of St. Mark's Episcopal Church. Mr. Robinson is the son of Ralph Robinson, the veteran editor of the Newton *Journal.* The bride is a popular young woman of Oskaloosa. Their wedding is a surprise, as they let no one know of the plans they had made.

At Milwaukee, plans are being prepared for the Social Democrat Publishing Company for the erection of a large up-to-date office building at Sixth and Chestnut Sts. The site has been purchased by the company. The building is to be three stories high. The basement and the first floor will be used by the company's printing plant, while the second floor will be used for offices and the headquarters of the Social Democrat party. The third floor will be used for halls.

Building Trades, a Chicago weekly newspaper of which Martin B. (Skinny) Madden is managing editor and publisher, has suspended publication. The paper will not be resurrected until the present crusade against labor "grafters" has blown over. It is said the collapse was caused by the failure of contractors to advertise, their council having legislated against the paper. W. W. Clark was the first editor of the organ, which was supposed to be strictly nonpartisan. Clark was succeeded recently by Paul Maas.

"RECEIVED MUCH BENEFIT."

LAWRENEVILLE, PA., March 18, 1909.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—Please find enclosed check for $3.00 for which please give me credit. I like the paper very much and have received much benefit from it, especially the department relating to job printing.

Yours truly, M. J. BERNAUER.

IMPORTANT DISCUSSIONS

COMPOSED of the editors and publishers of the most successful "Inland Dailies" of the Middle West,—the Inland Daily Press Association ranks very high. The last annual convention was no exception, in the excellence of papers presented and discussions had, to the conventions that have been held for the past twenty years. We gave the program and one of the papers in our March issue. We here reprint the report sent out in printed sheets to each member, by the efficient Secretary, Mr. Wil V. Tufford, of Clinton, Iowa:

The Secretary-Treasurer made a detailed report for the year just closing.

The report showed a membership divided in the different states as follows: Illinois, 33; Iowa, 22, Michigan, 18; Wisconsin, 11; Indiana, 7; Kentucky, 3; Minnesota, 2; and four honorary members, with four strong papers as the gain of the year, and no losses.

The secretary called attention to the fact that Mr. Curtis, the retiring President of the association, had left the daily field and was now publishing a weekly at St. James, Minn., and thought it would be a courteous act to elect him to honorary membership, for the services he had given the association as president two years and in executive committee work. Mr. Sherman moved that Will Curtis be elected an honorary member. Several seconds were made and the vote resulted unanimously.

"THE MAKEUP OF THE PAPER"

Was called up, and was opened by Fred W. Sherman of the Port Huron *Times,* followed by F. D. Throop of the Muscatine *Journal,* and a long and interesting discussion of this important part of making a newspaper.

M. Sherman said the makeup of a paper reflects the personality of the editor or business manager.

Of the first section, "(a) Heading," We have the Hearst kind of papers with the big heads, and the Chicago *Tribune* kind with seldom more than a modest single head, each representing the extreme in its direction, with each of these papers money makers.

For himself he did not believe in big lines, except for sensational news. He runs a heading of the paper on ecah page and on the last page a large heading across the top of the page, for advertising value when paper is read in street cars, etc. He makes a different style news heading on inside pages from those on first page, yet he puts one or two important local news items on first page with telegraph news.

"(b) Classification." He thought the relation of advertising to the reading matter should come first into consideration, and he would discuss the question from the view point of towns of 20,000 to 40,000; with an eight page paper, seven columns, thirteen em measure as the basis. He thought the page should be about half ads and half reading. "We endeavor to make up our paper that way, he said. We increase our paper sometimes to ten pages, when the advertising seems to warrant, but will not rnu twelve pages unless we see about 45 columns of advertising in sight."

"He believed in classification of news. He makes a feature of social and woman's news, and groups it; has a strong railway and marine department and groups each; a live market page and a state news department, each being grouped, but he does not classify advertising, excepting want ads.

Mr. Lowrie asked if his makeup was in the hands of the foreman or not?

Mr. Sherman replied that the managing editor personally looked after the makeup of the first page, he himself did the editorial page, the advertising manager looked after the arrangement of the ads, if there were any special contracts, the foreman having general instructions regarding the general arrangement of the paper, excepting as noted. Mr. Sherman used a copy of his attractive paper to illustrate the points made, which were favorably commented upon.

The discussion was led by F. W. Throop, of the Muscatine *Journal.*

This paper was published in full in the March issue of this journal.

The paper was especially well received, and much instructive discussion followed on this subject.

Mr. Moore called attention to featuring news of ten and twenty years ago, which was found to be quite popular, generally, at the present time.

Scott Laird of the Winona *Republican-Herald,* said he was making an especially strong feature of his editorial page and thought it was popular. He would allow no advertising on the page and featured special articles there following the editorial, state comment, etc.

Mr. Adler, of the Davenport*Times,* made the announcement that his foreman on the *Times* takes care of all the contracts they have, he explaining the system of sending check cards and copy to him from the business office and the foreman doing the rest, with a desk and series of pigeon holes, standing galleys, etc., with the result that Mr. Adler thought he lost but little if any more than ten dollars a year, because of wrong or missed insertions. He said his foreman came down to the office every Sunday morning and went over all the copy for the coming week, cutting it for the machines as time copy, etc., and then through the week it was but a small matter of handling the type and cuts.

He said the syudicate Ottumwa and Muscatine papers handled the copy from the business office direct. His foreman handles all the home advertising, assisted by the business manager, making dummies only in case of an especialy large paper.

Mr. Moore asked him how he got his list of prospective advertisers to solicit from for the syndicate, Mr. Adler replying that he belonged to an association that furnished a weekly bulletin of prospective advertisers and in addition his New York and Chicago agents were supposed to be hustling all the time to create new business, as his local solicitors were, or to get that which was created, keeping in touch all of the time with prospective advertisers.

Replying to a question he said his bookkeeper checked each day's business from the paper.

Mr. Whittaker asked how many used adding machines for making out bills, saying he had used one for some time with splendid results, which brought out quite a discussion as to the merits of different machines, all having them admitting that any machine was better than no machine, one having a machine constructed with different fractions in one column, for advertising work only.

The discussion following Mr. Adler's subject drifted into the manner of keeping advertising accounts, Mr. Whittaker giving at length a description of his card system.

Mr. Lowrie said he recognized the value of the card system, but wondered if a bookkeeper and a ledger would not be better.

SYMPOSIUM ON WANT ADS.

This interesting subject, of the management of the modern daily newspaper of whatever grade, was opened by Mr. Groom of the Aurora *Beacon,* a paper that has made a decided success of the classified page.

He said it was not a part of his duties to take care of that part of the paper, that the *Beacon* has a young man who did nothing else, and he had developed into a past-master in the art of getting want ad business. He said his man had been a reporter but had been assigned to this stunt to keep him busy and his education to get scoops in the local work had been carried into the want ad page work and he was doing the work very successfully to a rgeatly increased volume of business. He used keyed locals, sometimes decoy locals, and kept the whole town talking about the want ad page of the *Beacon.* He had advertised a lodge pin that had been in the office a long time unclaimed, and had advertised it again and again, in some new manner, many calling to see if it was their pin, only to find that it was not, and this he had featured when he had no other sensation to spring in the page. He said the young man had the ability to magnify small things to much greatness, quality, apparently necessary in the want ad business. The young man is named "Bug," he said, by his associates, because he goes bug on everything he attempts to do, and that is why he was assigned to the page in question, when the start was made to boom it.

He gets adevrtising away from home by advertising for it; takes no want ad at any price from elsewhere if the cash does not accompany the copy. He goes after business personally, writes personal letters, and does everything he can think of, or anybody else can, to cultivate the business with.

The price charged is three lines 25c, cash with order. If cash does not accompany the copy from home advertisers, or get into office the day of publication, the price is 35c for the same local. That makes it cash business, he said.

He thought want ad builders were born, not made. He believed any town was a good ad town if properly cultivated. Pays his man $15 a week.

Mr. Lowrie said it was unfortunate for Aurora that it was in the same county with Elgin, or it would doubtless grow to greater proportions, but in want ads they certainly had Elgin beaten, and he was much interested in learning how it was done. He said his paper did not use any decoy locals, but had some methods that were successful which, Mr. McKenzie, his associate, who was present, would explain.

Mr. McKenzie arose and spoke very instructively at some length on the subject, from his viewpoint, saying they made a feature of "Too Late to Classify," charge 25c for two nights, 50c for six. He has a scheme of $13 a year for a local to run every day, and had cultivated that business by giving a premium on practically twice the basis, a contract of $26, which included the same $13 a year want adv and 130 lines of regular readers at the regular price of ten cents a line. He explained the scheme in detail. He said their want ad business ran some five or six columns a day. They solicited for it about town.

Wr. Whittaker says he charges a cent a word, 10c a line; takes contract to run some time on a low basis to get them started and tries to cultivate a steady advertiser out of the new prospect. He still carries his market basket column with good results.

Just before adjourning, Mr. Glessner announced that the Press Club would be in the new and handsome quarters, 118 Dearborn St., by May 1st, when they would be glad to put a splendid room at the disposal of the Inland for the June meeting.

OFFICERS.

The nominating committee reported on reconvening after luncheon recess, the following for officers for the ensuing year, Mr. Adler, secretary of the committee, reporting:

President—Frank D. Throop, *Journal,* Muscatine, Iowa.

Secretary-Treasurer—Wil V. Tufford, Clinton Iowa.

Vice-Presidents—Willis E. Beal, Laporte, Ind.; F. W. Harris, Macomb, Ill.; John C. Wise, Jr., Mankato, Minn.; Sam J. Roberts Lexington, Ky.; A. L. Waffle, Fond du Lac Wis.; E. W. Moore, Benton Harbor, Mich.; H. E. Oates, Clinton, Iowa.

Executive Committee—F. W. Sherman, Chairman, Port Huron, Mich.; David Brandt, Iowa City, Iowa; Chas. S. Robb, Michigan City, Ind.; Scott Laird, Winona, Minn.; W. Q. Adams, Owensboro, Ky.; F. S. Dodd, Decatur, Ill.; E. A. Tostevin, Racine, Wis.

Mr. Glessner moved that Mr. Adler be instructed to cast the entire vote of the association for the nominees above, which motion prevailed and he casting the vote they were declared elected.

Mr. Glessner then spoke of the delegates to the N. E. A., and said that the association last year had provided that each member of the Inland present would be a delegate, Mr. Glessner urging that all who could, attend.

He spoke at length of the beauties of the trip to Seattle, and side trips to Yellowstone, to Alaska, etc., intimating that the expense of the trip to Seattle would be about $60 and to Alaska additional of $60. The dates fixed are July 15 to August 15, but transportation could be extended.

W. F. Parrott, of Waterloo, the secretary of the National, seconded Mr. Glessner's invitation and remarks, adding much information to them,

ADJUSTING FIRE LOSSES.

Insurance adjustments after a fire, was the next section of the Symposium taken up, Mr. Oates being called upon to relate his experience. He said the *Herald,* when the fire occurred, somewhat anticipated the troubles of adjustment, and prepared for them before the adjusters got on the ground, relating some of the difficulties they had to contend with, but intimating that they had been generously settled with. He said the rule seemed to be that after the amount of loss was settled upon then depreciation of stock was fought over.

How much do you charge off on inventory for depreciation, was asked, in a general way, and this, with fire loss, was discussed at length.

Mr. Adler said he did not charge off anything. He charged repairs, etc., and additions to equipment to general expense, and intended to keep up the valuation of the plant in this way equal, to wear and tear, and then if he should have a fire there would be no such entry on the inventory to hold up to him for depreciation.

Mr. Brant spoke of general insurance laws governing such property as printing material, and after considerable study and advice from authorities, had printed a blanket policy on everything but stock, and then had told insurance companies they could insure his plant that way or leave it alone, and they had taken the risk, after they had haggled over it awhile. He has a separate policy for stock.

SPECIAL FEATURES.

Mr. Laird spoke on special features saying the A. P. was considering the matter of taking up the sporting report for afternoon members, at the next meeting, but that the morning members were opposing it as they claimed it for their special class.

Mr. Sherman said that Detroit evening papers had gotten out sporting editions, but this year had cut that out, giving a page of the regular edition to the sports of the nation.

Mr. Glessner spoke of a city paper with an aggressive policy that was making a special feature of short sketches of prominent men on their birthdays, and said it was taking splendidly.

Mr. Whittaker said he had asked through the paper for some time for the names of men who had voted for Lincoln and had worked out Mr. Glessner's suggestion in that way splendidly.

Mr. Brant told how he had gotten hold of building improvements, by sending to country school teachers asking for assistance from their schoods, reports being made of buildings, this way on blanks he had furnished, and had thus featured country improvements in a special edition.

CHAIRMAN OF THE N. E. A. DELEGATION.

Mr. Glessner offered a resolution that Mr. A. H. Lowrie be chosen as the chairman of the Inland delegation to the National association meeting. Mr. Whittaker seconded the resolution, which was adopted unanimously.

Mr. Sherman introduced the following resolution, which, under the rules lays over until the June meeting, to be acted upon:

"Resolved, that the time of the annual meeting shall be changed to the third Tuesday of March each year, and by-laws be amended and changed accordinly, so that Section 1, Article III, Meetings, shall read:

"Section 1. The annual meeting will be held on the third Tuesday of March, in each year, and stated regular meetings on the third Tuesdays of June and October, provided the president, if he deem best, may call either meeting on some other day of the month named."

There was immediately discussion of the resolution, the majority of opinion seeming to be against a change, after the date had been fixed so many years, Mr. Sherman's support of the idea being that there might be less chance of a blizzard in March than in February, and thus make it possible for more to attend.

Mr. Sherman spoke of the Hayes bill, that proposed to legalise the trading of advertising space for railway transportation, when several immediately spoke against it, saying they much preferred the present cash basis, even if they did not get enough to pay for all the transportation they wanted to use.

Mr. Goldthwaite came to the support of the idea of the bill by saying it was all right to have a cash basis with home roads, and much preferrable, but if he wanted to take a ride in the south on a road that would not think of paying cash for advertising with his paper in the north, he wanted the privilege of trading with them.

Mr. Groom said his paper got $300 cash for advertising the railways in his town, and spent a thousand dollars with the roads for transportation. If there could be a trade proposition his paper would be $700 to the good.

It was finally apparently mutually agreed that each should write to his own congressman expressing his views as he saw the matter.

THANKS HOTEL.

Mr. Herbert, who has a happy faculty of getting up to say something about the National Editorial Association whenever opportunity offers, arose and stated that he would like to have a strong delegation back Mr. Lowrie as chairman of delegates to the coming summer jaunt and meeting, when someone laughingly reminded him that the whole association had just been selected as delegates.

He read the very interesting program for the meeting and added to what Mr. Glessner and Mr. Parrott had previously said about the side trips, etc., that went with the tour.

Mr. Lowrie moved that a vote of thanks be given the management of the Hotel Stratford, by standing, showing the appreciation of the Inland for the courtesies extended so graciously. The motion carried unanimously.

Mr. Lowrie moved the meeting adjourn, which prevailed.

WIL. V. TUFFORD,
Secretary and Treasurer.

In our advertising pages the question is asked, "Who is Wesel?" We are, of course, not responsible for what our advertisers ask in their advertisements, so long as the inquiry is respectful, but in this case it is only fair to state the question referred to is quite uncalled for. Everyone who is anybody in printing can answer that question. We have seen Wesel grow in twenty-eight years from a one-man-and-a-boy shop to the present establishment in Brooklyn, one of the greatest in the world. It is the one concern that comes closest to having everything for the newspaper printer and the advanced general printing establishments—everything for the composing room, stereeotyping, photo-engraving, electrotyping, and for the Linotype room, and everything of superior quality.

* * *

We have had occasion, heretofore, to call attention to the taste and artistic spirit manifested by the Challenge Machinery Company, of Grand Haven, Mich., in the printed matter sent out, advertising the company's machinery and other manufactures. The high quality of the printing makes strong impression that the things made and advertised are of like character. A folding, sixteen-page leaflet, with the cover title of the "Challenge Gordon Job Presses" is the latest specimen to reach this office, and is of the Challenge standard—simple, substantial, clear, rich, convincing and convenient. The inner pages are of machine finished paper, 6x8¼ inches, with a first page insert of enamaled stock on which is shown a Challenge Gordon press in a very perfect, vignetted halftone. The cover is of linen finished paper of high grade, the first leaf being 3⅜ inches in width, so as to form a flap over the rest of the leaflet, when it is folded over, so as to make the size 3½x8¼ inches—very neat in appearance and convenient for mailing and for filing. The color of the stock throughout is light buff. The print of the body is black with marginal headings in red. On the second, or back of title page, are the words, "Our motto," in red, and "Quality First," in black. The subject matter is treated under the general headings: "General Construction;" "Exclusive Quality:" "Features;" "The Building of a Press," and, of course, these are thoroughly covered under the catchy and informing side headings in red, that are balanced by paragraph marks also in red, at the beginning of each paragraph. Testimonials follow under the heading of "A Few Opinions," and these contain strong and enthusiastic endorsements of the Challenge Gordon presses of different sizes and their "Exclusive Quality Features." The closing page is devoted to the enumeration of the Challenge presses and manufactures of printing machinery and devices for the printer, with the announcement that an illustrated catalogue of "Challenge Creations" will be sent on application.

* * *

Looking through the new "Stock Cut Catalogue," just issued by Barnhart Brothers & Spinder, of Chicago, impresses one with the almost innumerable interests, industries and branches of business served by the modern printer. Nothing that touches human activities or employments in the whole range of effort is foreign to the conductor of the establishment devoted to the art, so frequently and aptly denominated, "preservative of all arts." It is the servitor of all trades, callings, active benevolences, church, social, political, civic, and financial organizations. In this great catalogue of two hundred large quarto pages, are enumerated oer twelve thousand cuts and designs, half of them new and many so because of new developments in the trades, in business occupations, in social, civic, religious or other organizations and advances in knowledge of the sciences and social orders. Opening the book, one finds first, three pages of Masonic emblems, showing eighty-seven different designs; then Odd Fellows, and Knights of Pythias, with thirty designs each; then the emblems of Elks and Foresters, Ancient Order of United Workmen, Woodmen, Fraternal Order of Eagles, Epworth League, Christian Endeavor, Red Men, Maccabees, American Mechanics, Hibernians, Grand Army, and so on, in a miscellaneous collection followed by State Seals. The number of orders in the United States is a growing wonder and, yet, we think there ought to be one more to embrace all others, an open order of the Citizen Industrial Knights of Christian America, with subordinate orders of Cadets, Ladies and Maids. We are going to form such an order some day and have the emblems shown in some future book of this great Type Foundry.

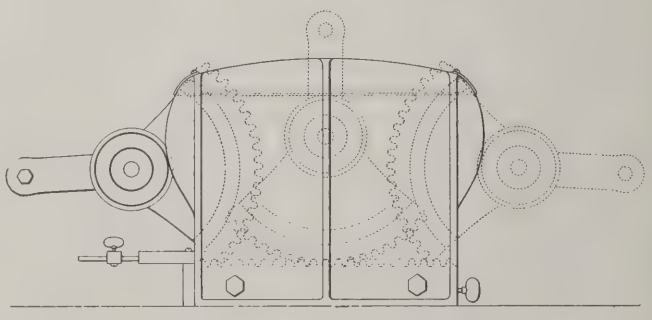
Following the showing the emblems are commercial logotypes and check blanks and such subjects as the following are amply covered: Agricultural products, implements and scenes; animals, auction, automobiles, balloons, barbers, baseball, bicycles, birds, election cuts, fish, flowers, locomotives, mortised designs, musical instruments, painters, photographers, policemen, restaurants, rural routes, Santa Claus, soldiers, stars, tally-ho, telephones, trees, Uncle Sam, wagons, etc.

The edition is a limited one, and those wishing this valuable collection should apply early, enclosing fifteen cents for postage, to Barnhart Bros. & Spindler, Type Founders, 183-187 Monroe St., Chicago, Ill.

* * *

A NEW PRINCIPLE IN PRESSES.

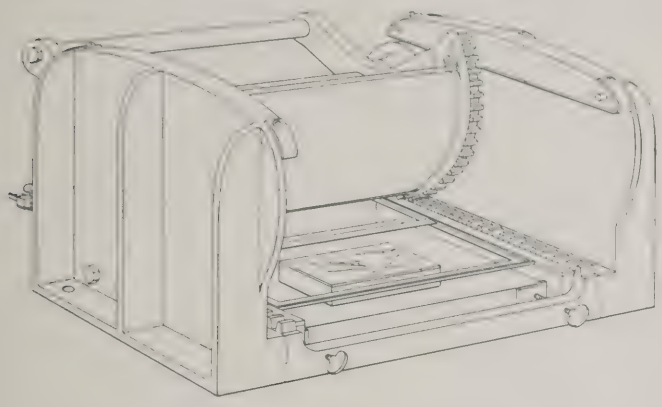
Mr. R. O. Vandercook, for many years a printer and a newspaper publisher of Evanston, Ill., has invented a device in printing presses which he has applied to the perfection of a new, light, serviceable and practical proof press, that has the advantages of simplicity and the securing an absolutely even, strong and perfect impression. We had the pleasure of examning a couple of the machines, of different sizes, under the direction of the inventor, and were impressed with the simplicity of the operation ond the convenience of the



device, and the small space required for its operation, making it practical to place the same right at the end of an imposing stone and to take perfect proofs without locking forms. Mr. Vandercook, in demonstration, set up a single letter on the bed and took a perfect impression or proof without the least difficulty. It will be a very convenient machine for engravers. Ways which face downward and which are part of the solid castings of the sides, prevent the possibility of any spring or side movement, so that the impression must be even and direct.

The accompanying illustrations give a good idea as to the working of the press of which the *Inland Printer* gave, in its March issue, the following description:

It is constructed on the "rocker" principle, by which it is impossible for the rocker to pull away or dip into its work. The bed is a heavy solid casting, with type-high iron beares and gear rack. The operation of the rocker (or platen) in taking an impression is shown in Fig 2. The wheels on the rocker travel in exact parallel with the type-high bearers below, over the entire printing surface. The impression is taken with the initial position of the rocker being on either side of the press. The rocker advances far enough on the



extension of the racks and gears to clear the bed sufficiently for inking and preparing for the next impression. The rocker is made to carry a regular cylinder press tympan three-sixteenths of an inch thick. The tympan is held in position by clamps similar to those used on Gordon presses.

The position of the form, which is to be proved, is shown in Fig. 1. The stock to be printed is placed above the form on a depressible frisket, which holds the stock away from the form until the moment of taking the impression. The frisket is made with a very simple but effective device for printing to register. The frisket is pushed quickly out of the way to clear for inking, and then bac kagain in register for the next sheet.

Because the rocker can not pull away from or dip into the work, it is possible to print a single hair-line letter or a half-tone with the same number of tympan sheets.

The construction of the machine shows that the pressure is bound to be absolutely uniform all over the printing surface.

* * *

In the advertisement of the *Boston Wire Stitcher,* on another page, there is a strong exemplification of the exceptional adaptability of American Type Founders Company's Clearface Bold and Clearface Bold Italic Types, for clean and legible business-getting publicity purposes.

* * *

News has reached this office during the last month of a most gratifying and healthful revival of business, in which the East, the Central West and the Great Northwest are especially favored. It is evidently not confined to any section, however, as the firm of Barnhart Bros. & Spindleer, type founders, who cover the whole United States with their central house and numerous branches, report not only a remarkable increase of business at the home office in Chicago, but that all of their branches and connections report similar activity. The sales of Barnhart Bros. & Spindler, for the month of February, 1909, were larger than for any preceding February during the forty years that they have been in business. The notable feature is the very large proportion of type that is called for in the orders received.

It appears, from their experience and observation, that the printers are not buying heavily, but are generally buying; that they are not, as a rule, buying large and expensive machinery, but are generally improving the equipments of their plants. With an experience of four decades back of them, this firm of practical business men, declare that, in their view, the outlook for the printers is becoming especially bright and cheering.

If the readers of the National Printer-Journalist will study the pages of this issue, they will find that one reason for the more cheerful outlook is found in the more intelligent, business-like methods that are being enforced and practiced.

* * *

Chicago, Ill., March 15, 1909.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—We wish to advise you that on and after May 1st, we will be located at 167 Adams St., between Fifth Ave. and La Salle St., and will be the only Artists, Engravers and Electrotypers within the loop. Increase of business has compelled us to take more floor space. At our new location we will occupy the entire 5th and 6th floors. All machinery will be run by individual motors and with the installation of all modern improvements and a lot of new machinery, we will be able to give our patrons better service and quality than ever before. Respectfully yours,

Juergens Bros. Co.,
Per H. Mawicke,
Vice-President.

A NEW ZEALAND PUBLISHER GETS INFORMATION AND INSPIRATION FROM N. P.-J.

Invercargill, N. Z., Feb. 6, 1909.

To Mr. Herbert, Chicago, U. S. A.

Dear Sir:—I obtain the National Printer-Journalist through a local bookseller, and derive a lot of information as well as inspiration from it. I am much interested in the Newspaper Criticisms you publish, and shall esteem it a great favor if you can send me say half a dozen copies of what you consider good examples of weekly or daily papers—any of those you receive for notice would do. If I can reciprocate with N. Z. papers will be glad to do so.

Yours truly, John Ward.

"DO NOT WANT TO MISS A COPY."

Belleville, Kansas, March 20 ,1909.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—I hand you herewith check for two dollars, for which please renew my National Printer-Journalist for another year. Have been a student of this excellent publication for many years and do not want to miss a copy. Yours truly,

A. Q. Miller.

"NONE MORE INTERESTING."

Office of the Lebanon Journal.

Lebanon, Ill., March 20, 1909.

Dear Brother Herbert:—

It is a pleasure to forward you $2.00 for the National Printer-Journalst from March, 1909, to March, 1910. I read all the popular magazines, but I find none more interesting to me than the one edited by yourself. Each number is like a letter from home. May your prosperity increase and your burdens grow less.

Sincerely yours, W. L. Jones.

R. L. Ware, Associate Editor of Col. O. G. Munson's paper, has bought the Needah, Wis., *Republican,* and takes possession April 1.

FORESTRY STATION IN WISCONSIN

WILL BENEFIT PAPER, LUMBER, TANNERY, FURNITURE FACTORY, AND OTHER INTERESTS.

Madison, Wis., March 8—The announcement of the decision of Secretary of Agriculture Wilson to locate the experimental laboratory station of the United States Forest service at the University of Wisconsin was received with great satisfaction by the university authorities and others interested. The practical value of the work of the laboratory to the lumber, paper, tannery and furniture interests of the state makes for the advantages which will accrue to the institution through the opportunity which will be given students and instructors in research and institutional work in forestry.

In accordance with the offer of the regents, a building constructed from the plans of the Forest Service will be erected at the earliest possible date at a point on the university campus convenient to the colleges of agriculture and engineering and with adequate side-track facilities for handling the materials to be tested.

The proposal made by the Forest Service is to equip the laboratory at a cost of $14,000 and to provide the entire staff of investigators, whose salaries will aggregate $28,000 a year.

It is proposed to concentrate all experimental work, in the mountains, at the station here.

The work of the laboratory is to include tests of various kinds of wood for the manufacture of pulp for paper, for their strength for building material, as well as for various other purposes. Wood distillation to determine the best methods of securing turpentine, alcohol and resin from wood waste is also to be carried on on a large scale.

THE ADVERTISING UPLIFT.

"The advertising uplift of today is shown in the higher standards of advertising. The merchant knows that he must have the goods back of his announcements; that he must make good, in merchandise, what he has said on paper and that the purchaser must have his money back if he wants it.

"The advertising uplift is shown in the newspapers by the fact that liquor advertising is so widely barred from newspaper columns in prohibition states; that disreputable announcements are more generally suppressed; that racing advertising is tabooed, and that the swindler fails of publicity in respectable columns.

"The Kansas newspapers and the Kansas City newspapers as well., I think, are always glad to recall that as the word advertise means 'turning toward' they are ready to realize that the best advertising means turning toward the right—to right things, to right thoughts, to right living, and believe that the best advertising is that which exemplifies the advertising uplift, that which turns our readers to higher purposes, to higher resolves, to the best things in this life and in the life to some.

"It has been said that the greatest thing in the world is love. All of us know that one of the greatest things in this world is good advertising. Now with the love of good advertising, behold the happy combination, the advertising uplift. The happiest man is he who gives happiness to others. This is a natural law that cannot be violated."—FRANK P. MACLENNAN of Topeka *State Journal,* at Banquet of Kansas City Ad. Club.

Recently a receiver was appointed for the ChicagoChronicle Co., on account of large judgements given in favor of John R. Walsh. These have since been attacked in court by another stockholder, Mrs. Celia Russell, who alleges collusion.

The St. Joseph, Mo., *Star* published by F. W. Kellogg, has suspened publication. Kellogg announces that the plant will be dismantled and withdrawn fro St. Joseph, where it has been published three years as an afternoon penny daily.

Editors and publishers from the southern part of the state, forming the Southern Iowa Editorial association, met in Des Moines, this week.

Charlevoix county, Michigan, now has a daily paper. *The Boyne City Evening Journal.* It is managed by C. E. Ramsey.

A reception for all former presidents of the Milwaukee Press club will be held on the night of April 17. All of the nineten former presidents with the exception of George H. Yenowine are living. Twelve of them are now residents of Milwaukee. Several of those who now reside in other cities are expected to attend.

The Chicago Polish Daily, *Dzuennik Narodowy,* has passed into the control of Michael Kruczka and Martin S. Cyborowski of Kuryer Publishing Company, Milwaukee. These gentlemen, with Joseph J. Komorowski of Chicago, have been elected directors of the Chicago paper, and Mr. Kruska was elected manager. He will continue his residence in Milwaukee, directing the Chicago business from there.

The Fort Dodge, Iowa, *Republican* has been incorporated with a capital of $60,000. It will be a morning daily paper.

A LUSTY COLORADO BABY.

THE YOUNGEST GRANDSON OF W. E. PABOR, POET LAUREATE.

Hon. B. B. Herbert, Editor N. P.-J., Chicago, Ill.

DEAR SIR:—You, and perhaps some of your readers may remember that my youngest son, Frank G. Pabor was a delegate to the Guthrie meeting, and that he had with him his newly wedded wife, taking in the California trip as a wedding trip. Returning by way of Denver, they decided to

The Boulder Baby.

remain in Colorado and since then he has filled a responsible position on the *Evening Camera,* of Boulder.

The enclosed photo shows their first baby, born September 6, 1908, and my youngest grandson looks like a lusty little chap who will not need to come to Florida for his health, as I did.

Yours truly,

W. E. PABOR.

TO THE CRAFT.

We beg to announce that we have added to our line of paper handling machinery the Cross Continuous Feeders. Our exclusive selling agency covers all countries except the British Isles and Europe.

These machines will bear the same endorsement and guarantee as our own manufacture.

Our wide experience and knowledge of automatic paper handling machinery is at your disposal.

Appreciating your good will and patronage of the past, we trust to merit your continued approval.

Yours very truly,

DEXTER FOLDING COMPANY.

March 1, 1909.

"PLEASED WITH THE BOOK OF PROCEEDINGS."

RED WING PRINTING CO.,
Red Wing, Minn., March 3, 1909.

Hon. B. B. Herbert, Chicago, Ill...

MY DEAR MR. HERBERT:—Please accept my thanks for the copy of the Proceedings of the Annual Meeting of the National Editorial Association. I think the same exceedingly well gotten up and I don't see how you could improve upon it in any particular. That part which refers to Red Wing, and particularly the remarks with regard to the dedication of our new building, of course interests us the most. It will be a lasting memorial to an occasion which we are all proud to remember. I have distributed copies of the proceedings among the members of the entertainment committee, and they are appreciated very much by them.

With kind regards and good wishes, I remain,
Sincerely yours, JENS K. GRONDAHL.

APPRECIATED VISITS.

THE DOWS ADVOCATE,
Dows, Iowa, March 8, 1909.

The National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed, please find my check for $2.00 in appreciation of a dozen visits of one of my best friends.

With best wishes for the N. P. J. and its big family, I remain, Fraternally yours,
H. G. ZIMMERMAN.

TWO CIPHERS DROPPED.

By the dropping of ciphers last month from $28,000.00 and $14,000.00, Mr. C. M. Palmer was made to offer a paper that showed a net profit in 1908 of $9,000.00 for $2,800 with $1,400.00 cash. Mr. Palmer has some attractive newspaper bargains, but none quite as good as that. Proposition 446 should have been for twenty-eight thousand dollars with fourteen thousand dollars cash.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

NEWS—FIFTY WORDS GENERAL NEWS WIRED evening papers daily. $4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington, St., Chicago.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EMPIRE LINOTYPE SCHOOL, 419 First Avenue, New York. Established 1906; $16,000 equipment; Technical School exclusively. Get our remarkable offer.

EDITORIAL WRITER, otherwise employed, would contribute to independent paper, regularly or as desired, at nominal price. Any amount; typewritten copy; always on time. Address, "G," care NATIONAL PRINTER-JOURNALIST.

WANTED—TWO-COLOR PRESS, TAKING SHEET not less than 42x56. A. F. Wanner & Co., Printing Machinery, 342 Dearborn St.

$6,974 INCOME IN 1908 TO OWNER FROM SOUTHWESTERN DAILY

Annual business of over $17,000. 1 linotype, 4 presses, motor, engine, etc. *Absolutely no competition.* Growing city of 12,000. $17,000.00 will buy. $5,000.00 cash necessary. Balance can be deferred. Proposition 452.

C. M. PALMER, Newspaper Broker

277 Broadway, New York

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES
Empire Type Foundry, Delevan, N. Y.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS WITH MY SIMPLE Transferring and Etching Process; nice cuts from prints, drawings, etc., are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs, any drug store, 75 cents. Circulars and specimens for stamp. My Simplex Mailer only $2.50. THOMAS M. DAY, Box P, Windfall, Ind.

HELP WANTED.

The American Type Founders Company want experienced type and machinery traveling salesmen at their Chicago, Kansas City and Philadelphia Houses. Address as above.

BIG CLEARANCE PRESS SALE

8 ELEGANT Cylinder News and Book Presses.
6 IDEAL and WASHINGTON Presses.
Sizes of presses. 6 fol. to 6 quto.
5 New 2 h p. Gasoline Engines.
GREAT Cash Bargains—All guaranteed.
☞Speak quick and get choice.

KING & WALKER CO.
Madison, Wisconsin

WILL YOU SEND

For samples of our monthly advertising service that is building business for printers all over the United States and Canada? Give us a chance to prove its effectiveness, its wide scope and low cost. A Florida client says: "Nothing has been offered printers that equals it." Two color-cuts and copy for blotters, booklets, folders, etc.

FRANK H. ARMSTRONG ADV. CO., DES MOINES, IOWA

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

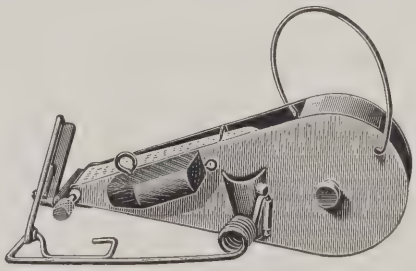
Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25 00

Write me for particulars.

Manufactured by **N. J. DOBEL,**

3 Massachusetts Avenue, - - BUFFALO, N. Y

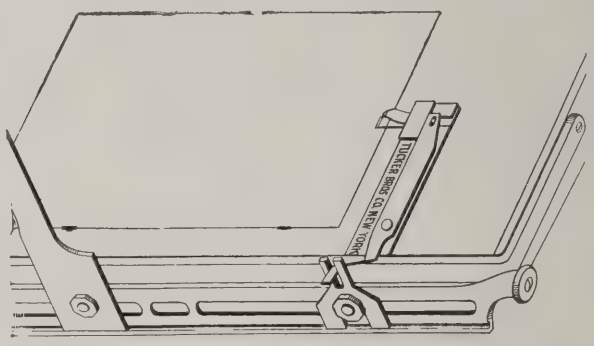
Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

The Tucker Automatic Register Gauge

A Time and Paper Saver—You Cannot Afford to Do Without It



This is positively the only gauge used on platen presses that PULLS the sheets to a register. Every pressman knows that you cannot PUSH a thin sheet of paper to a register mechanically. This gauge does not push the sheet, as all others do; it does not matter how fast your press is run it does not "kick" a stiff sheet away from it, but, on the other hand, it pulls it to it and gets a register. If a sheet is placed within ⅜ of an inch of the gauge it will pull it to it.

It works independent of the grippers, and can be put on or taken off instantly.

Write your dealer.

Manufactured by Tucker Bros. Co.

OAK AND GEORGE STS., BRIDGEPORT, CONN.

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

FACTORIES

CHICAGO
195-207 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514 516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-133 Kentucky Avenue

MILWAUKEE
135 Michigan Street

DALLAS
675 Elm Street

Rebuilt Cylinder Presses

Thoroughly Rebuilt from the Ground Up and Guaranteed.

Every Press in Stock,

8x12 Challenge Gordon	$ 95
8x12 New Style Gordon, with throw-off	80.
10x15 Challenge Gordon, long fountain	175.
10x15 Golding fountain, with distributor	200.
10x15 Jones Gordon with fountain	165.
12x18 Jones Gordon with fountain	205.
12x18 Improved Prouty, long fountain	200.
13x19 Universal, heavy style 3-A	300.
14½x22 Chandler & Price	200.
17x22 Potter, tapeless, air springs	390.
20x25 Campbell 2-revo. front delivery	475.
25x30 Cottrell 2-revo. rear delivery	725.
25x35 Potter Drum, tapeless, air springs	500.
31½x46 Cottrell drum, tapeless, air springs	550.
32x47 Cottrell drum, table, air, tapeless	900.
33x48 Potter, air springs, tapeless	700.
36x51 Babcock Standard, air springs, tapeless, 7 col.	850.
37x50 Campbell, four roller, front delivery	550
41x56 Campbell four roller, front delivery	750.
38x55 Cottrell, 2-revo. 2 roller, 7-col.	900.
45x62 Whitlock crank movement, 4 roller	2200.

Send for complete illustrated list and terms.

We have the largest stock of Printing Machinery in Chicago

A. F. WANNER & CO.

340-342 Dearborn St., - Chicago, Ill.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.

LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,

317 W. 124th St., - New York

ST. LOUIS PHOTO ENGRAVING CO.

DESIGNERS AND PROCESS ENGRAVERS

HALF TONE AND ZINC ETCHING

SEND FOR SAMPLES.

N.E. COR. 4TH & PINE STS.

ST. LOUIS, MO.

Good Envelopes and Where they are made

BOURKE-RICE ENVELOPE COMPANY.

MANUFACTURERS AND PRINTERS

ENVELOPES AND PAPER GOODS

66-74 SHERMAN ST.

CHICAGO

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

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Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

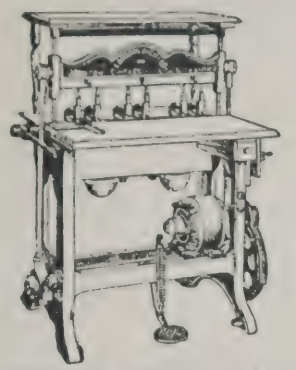
Ink Reducer and Dryer

INKOLEUM

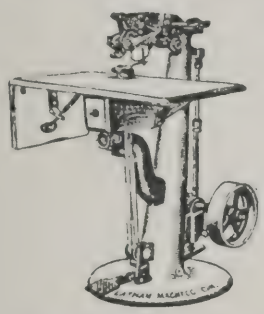
THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.



MONITOR EXTRA HEAVY SPECIAL HARD-DIE PERFORATOR



MONITOR PAGING AND NUMBERING MACHINE
For Power or for Foot

COMPEL THE PUBLIC TO

Sit Up and Take Notice —OF— YOUR Work

Monitor Wire Stitchers
Roll Feed and Straight Feed. Capacity from 2 sheets to 2 inches. Automatic Adjustment for all kinds of work.

Monitor Punching Machines
Multiplex, Duplex, Single-Punch, Loose-Leaf Ledger, Special or Round-Hole Card Index Attachment for all shapes.

Monitor Book-Indexing Machines
With Punch or Round-Corner Attachment.

Monitor Round-Hole Perforators
Four Styles. For Foot, for Power, with Motor attached.
With Automatic Feed-Gauge. As fast as Rotary Perforator.
With Die-Plate Harder than a Steel File.
With Roll Drop Delivery at back.

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Foot or Power. The fastest and most positive. Fewest working parts. No vibration at highest speed.

Monitor Lever Embossers
Most powerful and accurate. Gas or steam head.

Monitor Loose-Leaf Creasing Machines

Monitor Paper Book Cover Scoring Machines

Monitor Table Shears

Monitor Job Backers

Monitor Standing Presses, etc.

"Made in Chicago." by

LATHAM MACHINERY CO.
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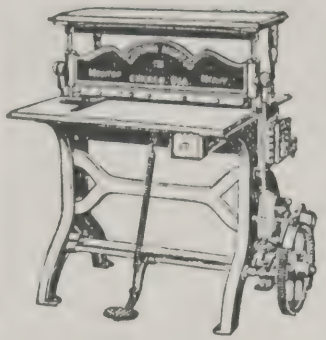
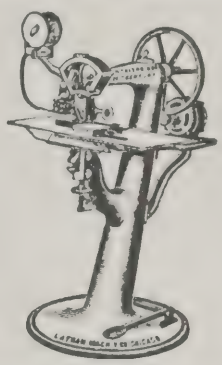


MONITOR MULTIPLEX PUNCH
With Motor attached



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Capacity, 2 Sheets to 7/8 inch. Combination Flat and Saddle-Back Table

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VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

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NATIONAL PRINTER-JOURNALIST

Station X **CHICAGO, ILL.**

Users of R. R. B. Pad Glue

who have changed to other makes because they could be bought for a few cents less invariably return to the use of R.R.B. Glue

No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours.

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and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.
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OF POLISHED ZINC AND COPPER PLATES
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We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	. .	206 Presses
American Colortype Co.	.	51 "
Regan Printing House	. .	32 "
Armour Printing Works	.	56 "
R. J. Kittredge & Co.	. .	49 "
W. B. Conkey Co.	. . .	64 "
M. A. Donohue & Co.	. .	33 "
Stromberg, Allen & Co.	.	45 "
Poole Bros.	. . . . .	106 "
Total,	.	642 Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

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Established 1869

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OAKLAND PAPER COMPANY	Oakland, California
CENTRAL MICHIGAN PAPER COMPANY	Grand Rapids, Michigan
MUTUAL PAPER COMPANY	Seattle, Washington
AMERICAN TYPE FOUNDERS COMPANY	Spokane, Washington
AMERICAN TYPE FOUNDERS COMPANY	Vancouver, British Columbia
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J. W. BUTLER PAPER CO., CHICAGO

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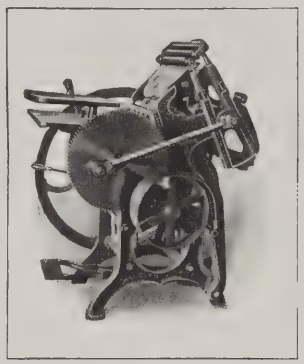
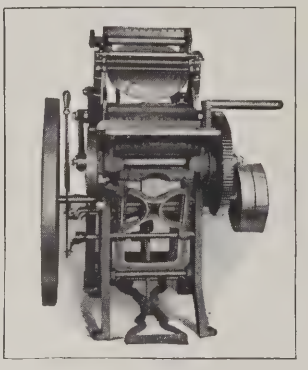
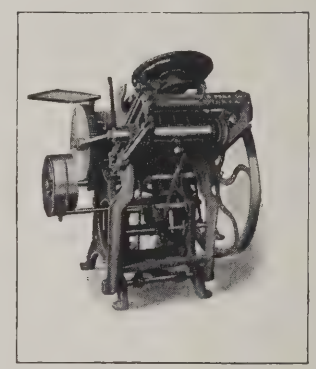
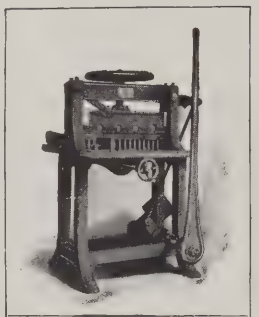






THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES



THREE SIZES
23 inches, 26 inches and 30 inches

OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space

THREE SIZES
23 inches, 26 inches and 30 inches

THREE SIZES
30 inches, 32 inches and 34 inches

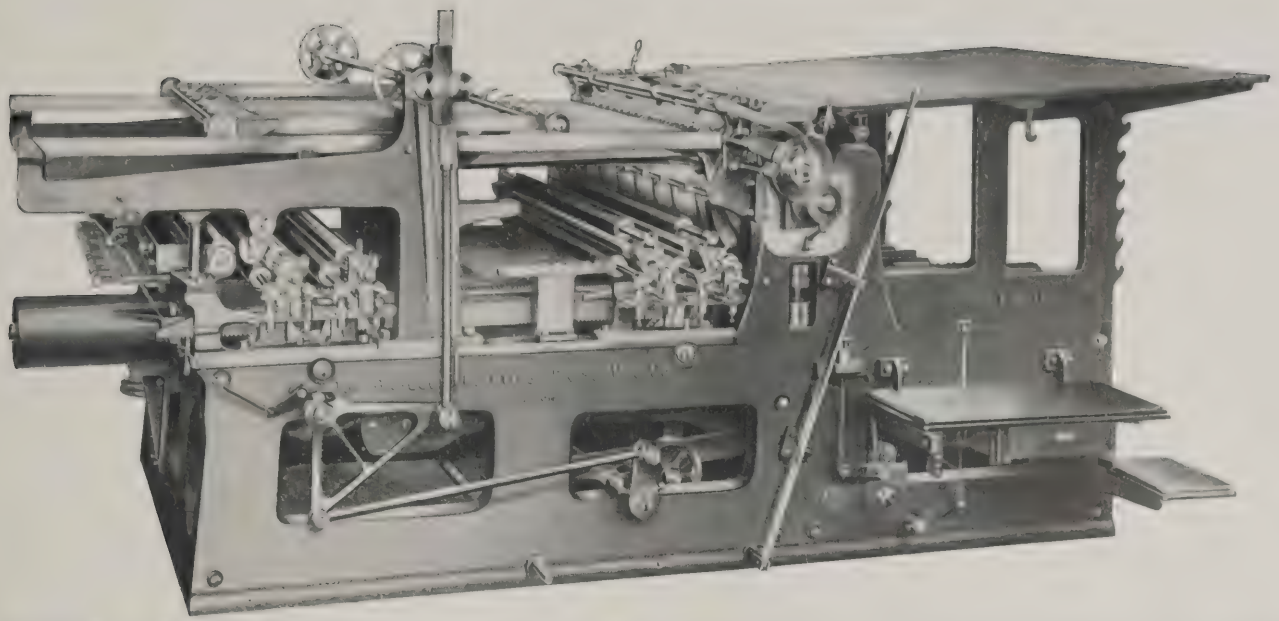
THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.

THREE SIZES
30 inches, 32 inches and 34 inches

IT IS IN THE MAKE



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

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Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The Optimus gives an extraordinary output. This itself increases profits, because of the proportionally reduced expense, without the often impossible increase of prices. An old press, or an inferior one, cannot give the best in satisfaction or the most in profits on the hard and exacting work now demanded everywhere.

We boast the ability of the Optimus on difficult work. It gives no bother in doing it. Just does what others claim to do. We offer seven of the most vaunted of these others, with their claims included, which we are just now replacing with Optimus machines for the better product and profits their owner required. They are not old; average use less than three years; one or two almost new; fine condition.

Other evidence of Optimus superiority in speed and quality is open to you. The best is a personal trial. We are not afraid. With much to gain, are you? The more difficult your work the greater Optimus excellence will appear. You will give it regularly the heaviest forms, the closest register, the shortest time; and always will you give it the expensive forms from which long runs are wanted. And you won't ask why after comparisons are made; nor are we asking what machines you are running now.

The Babcock Optimus

SET IN AUTHORS ROMAN.

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
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Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

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FORTIETH YEAR
Established 1869

YOU CHOOSE

We Do the Rest

For the Country
Publisher and Printer

The
JUNIOR
Linotype

$1500

EASY TERMS, BUYS ONE

6 to 12 point body—6-8-10 point faces.
3000 6 point ems an hour.
8 to 13 ems measure.

One man saves $12.00 a week in wages.

In one office a 16 year-old boy runs the machine.
In another, the wife of the publisher.

For the Metropolitan
Publisher and Printer

The
QUICK-CHANGE
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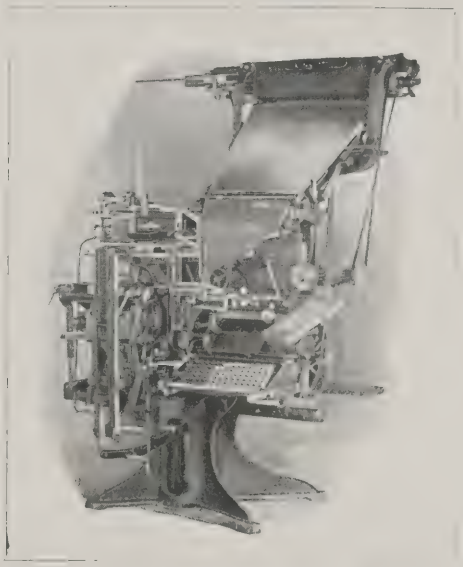

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EASY TERMS

5 to 14 point in body—6 to 30 ems in measure—
5000 6 point ems an hour—Choice of 300 faces.

WIDE MEASURE LINOTYPES
36 EMS

$3300 **$3750**

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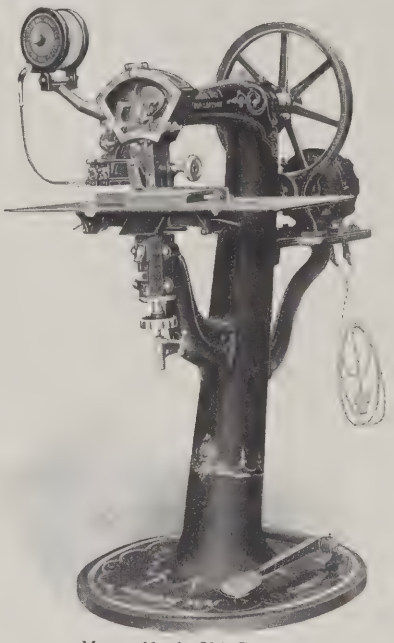
MONITOR

Wire Stitching Machines



EASY TO FEED

Fastest and most versatile wire stitchers made.

No. 1 Twentieth Century stitches from 2 sheets to 7/8-inch full. Uses No. 30 wire for thin work, No. 28 or 25 wire for medium work; No. 20x25 flat wire for thick work.

TEN SIZES & STYLES
TWO SHEETS TO TWO INCHES

Monitor No. 1—20th Century

LATHAM MACHINERY CO.

MANUFACTURERS OF

Perforators, Punching Machines, Numbering and Paging Machines, Crimping and Creasing Machines, Etc.

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Rebuilt Cylinder Presses

Guaranteed Rebuilt Machinery.

Every Press in Stock,

8x12 Chandler & Price Gordon	$ 100.
8x12 Challenge Gordon	95.
8x12 New Style Gordon, with throw-off	80.
10x15 Challenge Gordon, long fountain	175.
10x15 Golding fountain, with distributor	200.
10x15 Jones Gordon with fountain	165.
12x18 Jones Gordon with fountain	205.
12x18 Improved Prouty, long fountain	200.
13x19 Universal, heavy style 3-A	300.
17x22 Potter, tapeless, air springs	390.
25x30 Cottrell 2-revo. rear delivery	725.
31½x46 Cottrell drum, tapeless, air springs	550.
32x47 Cottrell drum, table, air, tapeless	900.
33x48 Potter, air springs, tapeless	700.
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41x56 Campbell four roller, front delivery	750.
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44x60 Whitlock crank movement, 4 roller	2200.
42x56 Cottrell, four roller	900.

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We have the largest stock of Printing Machinery in Chicago

A. F. WANNER & CO.

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

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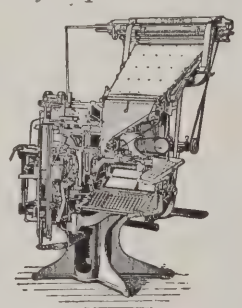
REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager
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Reliable Printers' Rollers

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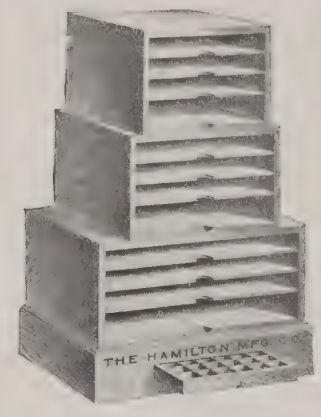
151-153 Kentucky Avenue

MILWAUKEE
135 Michigan Street

DALLAS
675 Elm Street



TYMPAN PAPER CABINET
Three Units and Base

STRIP LEAD & RULE CABINET

HAMILTON LABOR SAVERS

Two new low-priced additions to the line of modernized printing office furniture which should find a place in every office. **SAVE THE EXPENSE OF INSTALLATION IN THIRTY DAYS.**

Why do all the new additions to the line of modernized Printing Office Furniture come from the Hamilton shop? The answer is because the Hamilton Co. makes a study of the requirements, augmenting and perfecting the articles in this line. We do not follow a path blazed by others, or make a line of imitation furniture. That policy, pursued for a quarter of a century, has put us *alone in the field of printing office furniture.*

TYMPAN PAPER CABINET
The Jobber's Quick Make-Ready

A great time saver for the press room as well as a material economizer. A pressman without a Tympan Paper Cabinet will usually find his stock of tympan paper as required. He will search first for a suitable draw sheet and then for slip sheet material, all of which must be cut to size with much loss of time and waste of material. A fair estimate of the saving occasioned by the use of this Cabinet, properly filled with various grades of tympan paper, is one hour for each press.

Built in unit form to hold stock for standard size presses, 8 x 12, 10 x 15 and 14½ x 22. The lower shelf in each Unit holds draw sheets, while the three upper shelves in each Unit are smaller in size and hold various grades of slip sheets.

Units can be arranged in pyramid form, or single cabinets can be used separately in connection with each press. A separate base is supplied containing drawers for gauge pins.

Unit No. 1, for 8 x 12 press, list price - - $4.00
Unit No. 2, for 10 x 15 press, list price - - $5.00
Unit No. 3, for 14½x 22 press, list price - - $6.50
Base, with gauge pin drawer, list price - - $6.00

Less usual discounts.

STRIP LEAD AND RULE CABINET

For the storage of full lengths of leads and slugs and brass rule. Made of hardwood with ends paneled; finished antique.

Seventeen vertical compartments at top, one inch wide and six inches in height, for twenty-four-inch lengths of brass rule.

Twenty vertical compartments, thirteen-sixteenths of an inch wide and nine inches in height for twenty-four-inch lengths of leads and slugs.

On the right hand end, under the overhanging top, a drawer is placed running the full length of the cabinet, divided into two compartments, to receive cuttings from the mitre machine and the lead cutter; the cuttings being dropped into the drawer through openings in the hardwood top.

At the bottom of the cabinet is a large compartment for storing the mitre machine and lead cutter when not in use, allowing the top to be used for other purposes. The cabinet is fitted with two swinging doors, secured by a lock, which secures valuable material stored therein.

Occupies floor space 22½x26 inches; height, 38 inches; weight, crated, 175 pounds.

List price, $52.00, less the usual discount.

Send for descriptive circular covering these two cabinets, containing larger illustrations and a more detailed description.

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THE HAMILTON MFG. CO.

Main Office & Factory: TWO RIVERS, WIS. Eastern Office & Warehouse: RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A valuable line gauge, graduated by picas and nonpareils, mailed free to every enquiring printer. A postal card will bring it to your case.

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

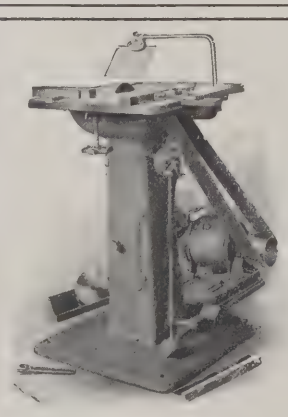
Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

The Goss Printing Press Company

Sixteenth Street and Ashland Ave., Chicago, Illinois

New York Office: Metropolitan Building, No. 1 Madison Avenue, New York City, N. Y.
London Office: 90 Fleet St., London. E. C., England



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Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Users of R. R. B. Pad Glue

who have changed to other makes because they could be bought for a few cents less invariably return to the use of R.R.B. Glue

No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours.

Robt. R. Burrage, 81 Gold St., New York

A Legend

IT happened one day that the little god, Cupid, was exercising his wings above a garden of roses, seeking, no doubt, a mark for his arrows. In the garden a bud was just opening into a full-blown rose, blushing pink in the sunshine. Cupid stooped to kiss the rose, when a bee, sucking nectar from its heart, planted its sting in his lip. Cupid, in pain and anger, flew to Venus, his beautiful mother, who, to pacify him, gave him a string of bees tied to a bow. But she first removed the stings and set them up and down the stem of the rose; and so it was that the rose acquired its thorns.

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SIGMUND ULLMAN COMPANY—New York, Chicago, Philadelphia

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A toy pistol—
Is just as useful—just as good
As the latest improved revolver
Until you have to shoot to hit.

ULLMAN'S INKS are not only
The best for everyday use,
But will not fail you
At the critical moment
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At this time we call
Your special attention to
Our OFFSET PRESS INKS.

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NEW YORK
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The Largest Electrotype Foundry on Earth
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407-425 Dearborn Street
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OUR PRICES ARE POPULAR

IF YOU are a buyer of Engravings you should have our **New Scale of Prices,** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

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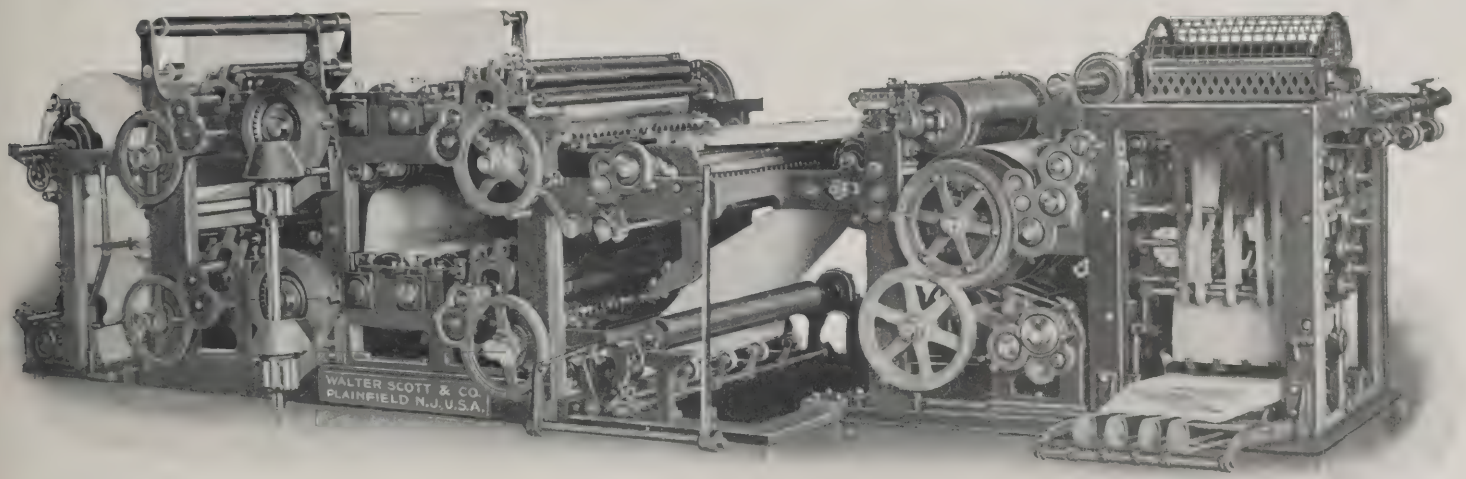

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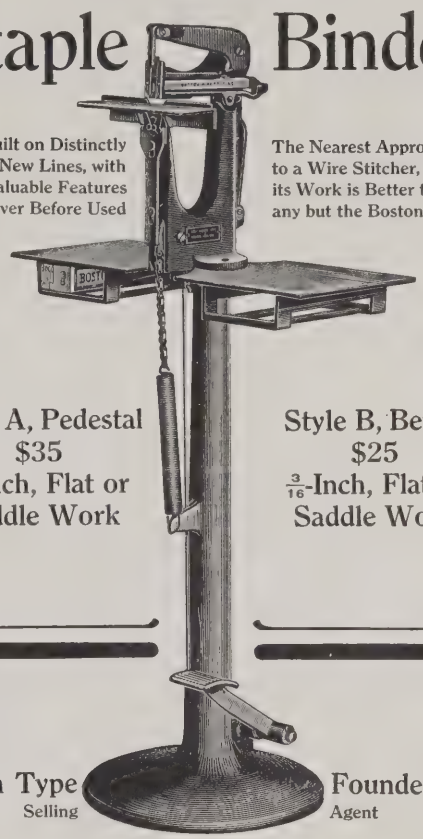

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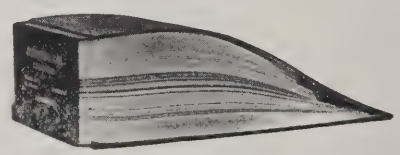

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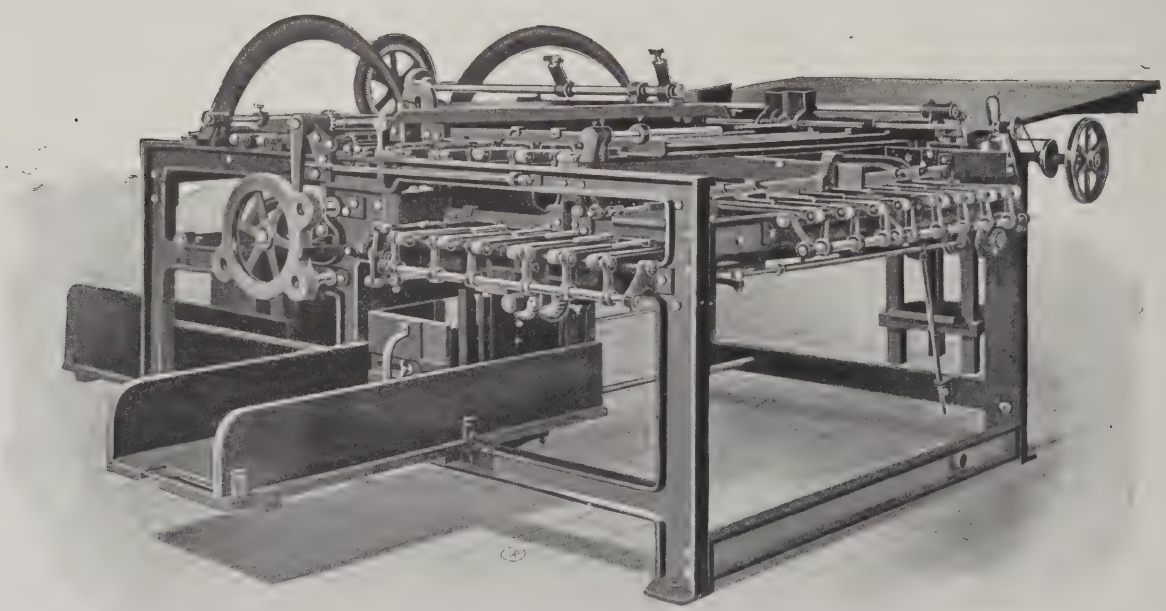

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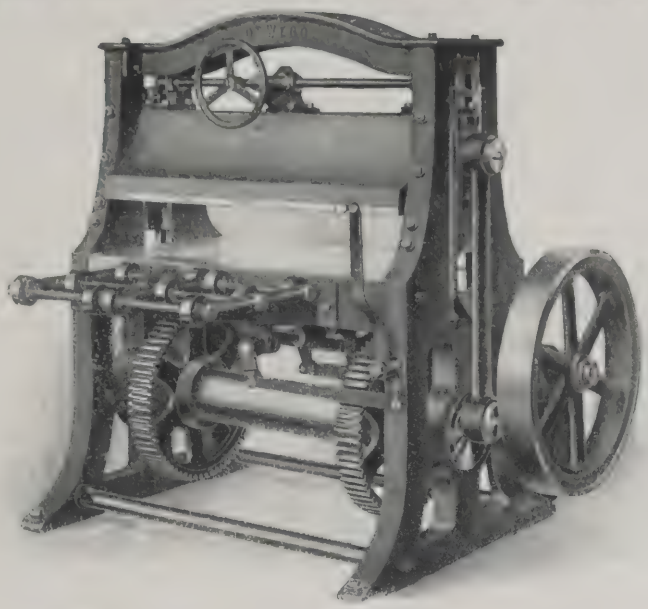

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NATIONAL PRINTER JOURNALIST

A Journal for printing and allied Trades

Volume Twenty-seven | Chicago, May, 1909 | Number Five

NEWSPAPER PROBLEMS

HOW extensively that ably edited journal, *The Outlook*, is read by our editorial subscribers, we have no present means of knowing, but we feel that it ought to find a place in every newspaper office, regardless of political affiliations. It is not only distinguished for ability but for candor and high character. It is helpful to read the productions of those who write with a conscientious desire to establish the truth, whether the writers are in entire harmony with our views or otherwise. In the issue of *The Outlook* for April 3rd, 1909, was published an address delivered by H. J. Haskell in All Saints Church, Kansas City, that measured well up to the standards of this admirable journal and contained thoughts of especial value to every member of the American press, and instructive, at the same time, to all the people, as to the difficulties with which newspapers are constantly confronted and the obligations which they assume from the very nature of the high and difficult calling. We are going to reprint the same here. If any have already read the article, a reperusal will not be unprofitable. The title given was "The Public, The Newspaper Problem," and it was broadly treated as follows:

The newspaper is such an insistent factor in modern life, it comes pounding on our doors so regularly and so persistently, that we are forced to adopt a positive attitude toward it. And there is a distinct tendency, I suspect, among earnest and cultured people, to regard it as a problem—quite like intemperance or the unemployed or some other dreadful phenomenon.

Why, people ask, is the modern newspaper so inaccurate—to put it mildly—so given to romancing, so frivolous, so sensational, so heedless of serious things? Why are so many of its accounts incorrect in details? Why will it exploit the story of a lost puppy, and give only brief mention to a lecture on the Cretan excavations? Why will it print details of crimes, and ignore the many fine and noble movements that always are in progress?

Now, these and similar questions, so far as they concern decent newspapers, grow, I believe, out of a lack of comprehension of the newspaper's problems and purposes. So, to-night, I shall not attempt to answer specific criticisms that are likely to occur to you. Instead, I shall try to interpret to you something of the aims and ideals of the newspaper, in the hope of clearing up various misconceptions. And as you are perhaps accustomed to thinking of the newspaper as the public's problem, I shall venture to turn things around and ask you to consider the public as the newspaper's problem.

In a sense this holds true of any profession. The public is a problem, I suppose, to the lawyer, the doctor, the clergyman, the merchant. But to none does it offer the complications that it presents to the newspaper. The lawyer deals with the public in a way, as for instance when he is addessing a jury. But for a large part of his work he is independent of a popular audience. The merchant may regard the public's taste as fickle and perplexing. But at least he deals in goods that admit of comparatively perfect manufacture. The newspaper not only has to face the problem of public taste; it finds in the public the raw material out of which it manufactures its product.

News doesn't grow on bushes. It isn't made up into neat cartons by machinery which can be depended on to turn out an endless succession of perfect packages. It is gathered from the people, and its quality partakes of the imperfections of human nature. You, the reader, see the final product as it comes from the presses, and it looks surprisingly simple. "Why," you exclaim, "anybody could do that." But "anybody" can't. Have you ever attended a session of a municipal court and heard the conflicting stories told by witnesses—many of them really trying to tell the truth? Well, that is the problem of the newspaper reporter day after day in the search of news.

You may recall the explosion in the basement of the First National Bank a year ago. Reporters hurried there and talked with all the persons they could find who had been in the vicinity. They discovered: That there was a strong smell of gunpowder; that there was no powder smell at all. That it was impossible for exploding gas to have had such an effect as that: that gas was the only explosive that would produce such results. That a piece of an iron bomb had been found; that the only metal discovered was bits of lead pipe. That immediately after the explosion a bareheaded man had been seen to rush from the bank and run north; that the bareheaded man ran south; that he didn't run out of the bank at all; he ran into it.

Out of such conflicting material reporters constantly must construct coherent and truthful narratives, sifting evidence, making due allowance for bias, and always reckoning with the personal equation.

Browning's "The Ring and the Book" is, to my notion, the best example of the newspaper's perennial problem in telling the story of the day. The whole elaborate poem, you remember, is founded on a simple incident recounted from many points of view. A young girl, Pompilia, is compelled to marry a man of middle age whom she does not love, Count Guido. A young priest, Cauonsacchi, helps her to escape from her misery. She is pursued and mortally wounded by her husband, who is tried and sentenced to death, the sentence finally being affirmed by the Pope.

First the story is told by "Half-Rome" from the view-point of the outsider who sympathizes with the girl. Then comes "The Other Half-Rome," which is inclined to justify the husband. "Tertium Quid" follows, attempting to do eve-handed justice. Later the story is told by Pompilia herself, by Count Guido, by the opposing lawyers, and the final summing up is by the Pope. And each time the new point of view makes a new story of it.

Day by day the newspaper is confronted with situations akin to that of"The Ring and the Book," regarding which it must get the facts as nearly as may be.

I have been referring here to the constitutional inaccuracy of human nature. But there is another side. The Psalmist said in his haste, All men are liars. It isn't pleasant to contemplate his language if he had been a reporter for a modern daily newspaper. In a newspaper office one is impelled to recall the lawyer who whispered the reproof to the too willing witness, "I don't believe in unnecessary perjury."

As in politics the average man is interested in a mild way in honest and efficient government so long as his personal interests aren't involved, so in furnishing news he is usually ready to tell his view of the truth unless he is interested in propagating something else. I am not complaining of this state of affairs; I am merely setting forth what I believe to be the facts regarding one aspect of the problematical side of the public with which a newspaper has to deal. In reality the uncertainties of the raw material of news add zest to the job of newspaper-making. A Western member, you will recall, was once expelled from the Senate for flagrant drunkenness. In his valedictory the Senator referred to his failing. "Nevertheless," he exclaimed, "I can only pity the man who has looked out upon the world solely from the dull and monotonous plane of ordinary sobriety."

But, having emphasized the responsibility of the public for inaccuracies in the news reports, I am quite willing to admit frankly, in passing, that the men who make the newspapers are human too, and that their shortcomings occasion much more grief within the office than outside it. "Faking," I may add, is not tolerated by decent newspapers. This is a disagreeable subject, however, and I hasten to invite your attention to another way in which the public proves an inscrutable mystery to the journalist.

An imporant newspaper is smearing ink on 100,000 pounds of wood pulp daily, at heavy expense, and marketing the product. If it is to exist, it must produce a salable article—something the public wants. And what does it want? The average successful newspaper has its theories, but it doesn't know.

This business side of a newspaper usually escapes public notice. You will pardon me if I emphasize it. Once it was possible for Horace Greeley to establish a newspaper like the *Tribune* in New York City. All that he needed was a job press and a handful of type. To-day it would be out of the question to do anything of the sort. Backing of a million dollars would be scant. A modern newspaper is a great manufauturing industry, supporting a community of ten thousand or more persons. Its plant is equipped with costly presses and typesetting machines. It maintains an art department and a library. To obtain the news of the world as promptly and accurately as possible it must maintain its corps of staff and special correspondents, and it must co-operate with other newspapers. The Associated Press, with its ramifications in every quarter of the globe and its leased wire service, is an expensive institution, but it is necessary to meet the modern news requirements. The expenses of the great newspaper will probably run in excess of $150,000 a month.

I have dwelt on this aspect of the newspaper to show you how very important it is, and what a momentous problem it sets for the management. For the metropolitan newspaper of today must study to create a product so attractive that the public will pay for it more than one and a half million dollars a year. This was something you might have reflected upon when the city editor told you he wouldn't be able to print in full the sermon or the lecture on mediæval sculpture, or whatever that serious-looking document was that you carried to him so enthusiastically the other day. He is responsible for making his department attractive. Perhaps his judgment was at fault in this particular case, and he would have made the hit of his life by printing three columns about Egyptian art. Perhaps.

The problem is complicated by a condition which I do not suppose exists in any other business. The direct reason for the newspaper's existence fails to furnish it sufficient revenue to keep it alive. It is sustained by a by-product. Advertisements must furnish the chief revenues. A very few metropolitan newspapers, it is true, charge a subscription price sufficient to pay a share of the expense in addition to that for the blank paper. But this fact limits their circulation sharply. The London *Times,* for example, published for more than one hundred years in the largest city in the world, has attained the moderate circulation of something less than sixty thousand with a price of six cents a copy.

Now, in general, no vigilant and aggressive publisher is going to be content with such a circulation. And it is well for democracy that he should not be. The newspaper may not be—as the old editors delighted to call it—the molder of public opinion. At least it arouses and unifies public opinion. It makes certain that the people scattered over a vast expanse of three million miles of territory shall keep in touch with each other's ideas, and shall not split up into an indefinite number of independent communities.

But in order to preserve this great function it must be read by rich and poor alike. So its price must be within the reach of all. Unless we are ready to adopt the aristocratic position of the late Lord Salisbury, and oppose cheap newspapers as incendiary disturbers of the old order, we must accept the fact that the advertiser must bear a share of the cost of publication. But the importance of the advertiser introduces a fresh complication. Not, as I suspect you suppose, that he attempts to dictate the policy of the paper. In the case of the sort of newspapers we have been considering to-night, he doesn't. But he must depend on the newspaper to get him returns, and as the great majority of his customers are women, the newspaper must print a paper that they will desire to read.

So the feminine portion of the public becomes at onec, as you will readily perceive, a part of the newspaper's problem. "Man," the publisher of a profitable Boston newspaper used to say, "is a poor, inconsequential creature at best. I am printing a newspaper for the women." In other words, since women are the chief readers of advertisements—and this you may verify out of your own experience—in order to obtain sufficient revenue to print the sort of newspaper that men like, the publisher must first of all be sure he is getting out a paper that is attractive to women.

It is always much easier to recognize a problem than to solve it. The newspaper knows that the average run of the news applies chiefly to that portion of the world which by con-

vention has been marked off as the man's. So it must depend on other material to interest the women, who, as Virgil pointed out, are as variable as they are charming. What do women want to read? Again the journalist has his suspicions, but he doesn't know. So he constantly experiments, if he is as restless as he ought to be, in order to find out. If a column of questions and answers on beauty of person seems to excite a lively interest in an important part of his audience, he retains it in spite of the fact that it may arouse derision among the *intellectuals*. The newspaper, as I have said, is a great manufacturing industry, and to the best of its ability—subject to certain limits which I shall refer to later—it must meet the popular demand or go to the wall, after the fashion of any other big business.

Its pretty girl column is on precisely the same footing as the counter where they sell cosmetics in the department store. So with the page devoted to the interest of housekeepers, and the column telling what to do when the baby has wind colic, and the department advising against eating ice-cream with a knife. They are all jutified, provided they meet a popular demand.

With the masculine part of the audience similar problems arise. The newspaper is a democratic institution. It goes into the home of the mechanic, the college professor, the clergyman, the prize-fighter, the farmer, the merchant. To get out a journal that shall appeal to everybody is something of a job.

It is assumed, of course, that you want to know the news. But what is news? Perhaps the best working definition is that it is what people want to read after dinner. And that, you see, throws the whole question open again. People complain that the newspapers dicsriminate in favor of the bizarre, the sensational, and that they overlook what is really wholesome and signficant. Well, newspapers are founded on human nature. And what do people talk about when they get together of an evening? Things that are out of the ordinary. If Tommy has been a well-behaved boy that day, his mother doesn't mention it to the neighbors. But if he upset the pie over a visitor's gown, that is likely to be commented on. Nobody thinks it worth while to note that Mr. and Mrs. Brown are getting on beautifully together. But if Mrs. Brown has applied for a divorce, that is a topic of conversation. The newspaper gossips along much after the fashion of a group of visiting neighbors, and on much the same variety of topics. If it didn't, people wouldn't buy it and it would fail.

You who are here tonight might have liked to read in full Professor James's lectures on "Pragmatism" when they were delivered at the Lowell Institute. But hardly a fraction of one percent of newspaper readers would have been interested in them. A handful of cultured people often get the idea that they constitute the whole Nation. But, as Arthur Brisbane told the diners at Delmonico's, they are merely the few shiny apples on the tree. They arn't the whole tree by any means. And if the newspaper is to be the weapon of democracy, it mustn't shoot over the heads of its audience. What I have said will throw light, I hope on the general query of earnest persons who feel deeply that the newspaper is casting away its opportunities, and that it fails to make its proper contribution to the Higher Life.

A friend once said to Mr. Nelson, founder of the *Star*, "If I owned a daily newspaper and wanted to make the largest possible returns, I would take the New York *Nation* as a model. I don't see why you don't do it."

"How large a circulation do you suppose a newspaper modeled after the *Nation* would have?" Mr. Nelson asked.

"Oh, I couldn't say. But it would be the largest in the country. Possibly it wouldn't be as large as the *Nation's*. That is a weekly and circulates everywhere. A daily would have a more limited field. But it would be large enough to produce an enormous income."

The latest newspaper directory was consulted. It showed the *Nation* to have a circulation of about seven thousand.

By courtesy C. M. & St. P. Railway. California State Building—Alaska, Yukon and Pacific Exposition, Seattle, Washington

The truth is that every decent newspaper publisher prints as good a newspaper as his readers will let him. He aims to give them a little better paper than they really want.

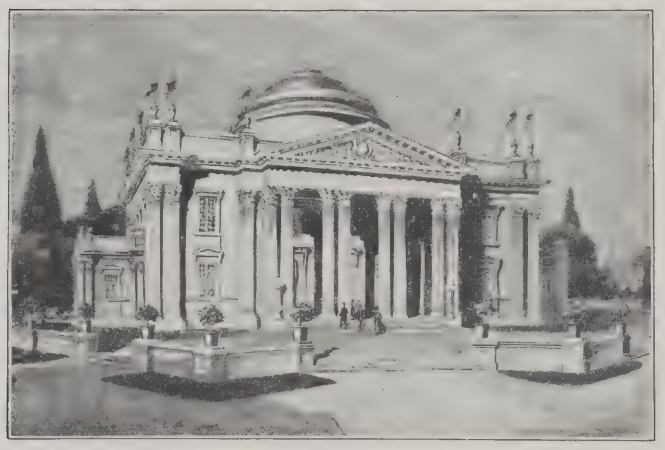
And here difficult problems arise. Dana used to say that what Providence permitted to happen he wasn't too proud to report. But that maxim won't work. Providence often needs editing. Some things no decent newspaper will print. Others it will modify by omissions. But there remains a good deal of news on the border line which it is difficult to know how to handle. Judgments will differ. British newspapers will print full reports of divorce trials which American newspapers will handle very guardedly. One or two American newspapers used practically verbatim reports of the first Thaw triral, which most newspapers carefully edited.

It is impossible to lay down hard and fast rules here. But you will understand that in this aspect of its work the public becomes a very real problem to the newspaper. The public insists—and for the most part rightly—that it shall know what the world is doing; that it shall not be treated as a child. In some points the newspaper will yield where it prefers not to. In others it will stand out against pressure, remembering always that while consideration must be given the conventional Young Person, the newspaper is published for mature readers.

This position will always appear halting and unsatisfactory to persons of academic temperment, who think it a virtue never to compromise. But, unfortunately, one of the greatest idealists in politics, John Morley, was correct when he referred to public life as offering only a career where "action is one long second best, and the choice is constantly between two evils."

I am quite ready to concede that, even with these principles admitted, the newspaper, like every other institution, constantly falls below its possibilities. Its information is frequently faulty and its articles imperfectly written. Unhappily, the number of perfectly equipped journalists is limited. There aren't enough to go round. In this respect the newspaper profession is like every other. People frequently lament the fact that theatrical managers refuse to produce good plays. I strongly suspect that the reason the managers refuse to produce large numbers of "Peter Pan" or "Arms and the Man" is that the supply is short. There are few clergymen or lawyers or doctors or merchants of the first order, and it is easy to point out defects in the work of physicians and college professors and canal-builders. The fundamental trouble lies in the limitations of human nature.

The true histories, you know, have the reputation of being unattractive, and the interesting ones of being untrue. The same difficulty occurs in the conduct of a newspaper. It



Oregon State Building, Alaska, Yukon & Pacific Exposition, Seattle.
Courtesy C. M. & St. P. Railway

is rare that a reporter can be found who can write vividly and accurately, and with a background of wide information. Men who have any one of these qualities developed to a high degree command large salaries. The man with the perfect combination—well, nobody has ever had the chance to bid for his services.

After all the problems of the newspaper are those of democracy. Its difficulties are those that confront any great democratic institution that addresses itself to the Many, not the Few. There will always be many fine people who will feel that it makes too many concessions to its audience, that it is quite hopeless. Many persons felt that way about Lincoln in the Civil War. They feel so today about popular government in general. But their complaint is really against democracy—against human nature.

If the newspaper is to stand effectively for decency and the common welfare, for honesty and efficiency in government, for industrial progress and the square deal, it must appeal to a wide audience, not to any limited class, no matter how admirable that class may be. In making this appeal, in trying with Mathew Arnold's Sophocles to see life truly and see it whole, in attempting as best it may to interpret the world, the newspaper finds itself constantly baffled and perplexed by the inscrutable problem of the public, which helps make the job.

STAMPED RETURN ENVELOPES

THERE is an extended discussion, just at present, in all organizations of printers as to the printing of return cards, by the U. S. Government, on envelopes. This discussion has been awakened by a very thorough and effective advertising campaign by the Post-office department in the interest of the sale of these stamped, return card envelopes. There has been no change in the law but the attention of all has been called to the practice by this advertising which, as a means of enforcing the splendid bargains offered by the Government, in competition with the printers, could not well be excelled. As long as bankers and others, whose names indicate their business and afford all the advertising that they need, were left to search out the splendid service offered free by the Government, the printers, who do this kind of work, had come to pay little attention to a practice that has been condemned by the members of the press for a quarter of a century, but when it came to be urged in a strenuous manner that people should buy these envelopes as an aid to the postal service, and millions of circulars were sent out with an attractive sheet, printed in colors, showing samples and illustrating how the Government could serve the people free, it seemed that the office of the Third Assistant Postmaster General had suddenly been transformed into an aggressive selling agency for the sale of the product manufactured at Dayton, Ohio.

In a private letter, in answer to one written by the editor, the gentleman occupying the position of Third Assistant Postmaster General says:

"I note what you say on the stamped envelope question. There has been no change whatever in the policy of the Department in this respect, except that the recommendations which I made in my last annual report and which were referred to in my address at St. Paul, have been accepted by the Postal Commission and are embodied in the pending reorganization bill. Herewith I hand you a full discussion of the subject, including the scheme proposed in the pending legislation, in the form of a letter addressed to a personal friend, Mr. E. A. Remy, who is Secretary of the Indiana Republican Editorial Association."

The following is the letter to which reference is made:

POST OFFICE DEPARTMENT,
OFFICE OF THE THIRD ASS'T P. M. GEN'L
WASHINGTON, D. C., March 11, 1909.

Mr. EDWARD A. REMY,
Secretary Indiana Republican Editorial Association, Seymour, Indiana.

Dear Mr. Remy: I have your letter of the 8th instant, with which you enclose a copy of a resolution adopted by the Indiana Republican Editorial Association, disapproving the practice of the Government in furinshing special-request stamped envelopes.

The resolution is as follow:

"Resolved, That it is the sense of this Association that the United States Government should not be or become a competitor of the individual citizen; that this expression is intended to disapprove the printing and sale of envelopes to the

people in direct competition with printers and without profit to the Government, as well as to any other business of the private citizen in which the Government may be or may become a competitor.

You ask me as a practical printer and publisher and former member of your association to give you my opinion of the position taken, because you want the judgment of some one representing the Post Office Department.

I am very glad to have your courteous and candid letter, and will avail myself of the opportunity which it affords of discussing the matter fully and fairly from the standpoint of the postal service as well as that of the printer and publisher I will preface my letter with a direct answer to your request for an opinion by saying that I think an erroneous position was taken, and that the resolution would not have been passed had all of the material facts been before the Association.

Stamped envelopes, as now furnished, are manufactured and sold to the public under the provisions of the Act of July 12, 1876, which is section 3915 of the Revised Statues and section 136 of the Postal Laws and Regulations, and reads as follows:

"The Postmaster General shall provide suitable letter and newspaper envelopes, with such water-marks or other guards against counterfeits as he may deem expedient, and with postage stamps with such device and of such suitable denominations as he may direct impressed thereon; and such envelopes shall be known as 'stamped envelopes,' and shall be sold as nearly as may be at the cost of procuring them (including all salaries, clerk hire, and other expenses connected therewith), with the addition of the value of the postage stamps impressed thereon; but no stamped envelope furnished by the Government shall contain any lithographing or engraving, nor any printing (or advertisement), except a printed request to return the letter to the writer. Letters and papers enclosed in such stamped envelopes shall, if the postage stamp is of a denomination sufficient to cover the postage properly chargeable thereon, pass in the mail as prepaid matter."—

and the following proviso of the Act of June 26, 1906 (34 Stats. L., page 476), which reads as follows:

"*Provided,* That no envelope shall be sold by the Government containing any lithographing or engraving nor any printing nor advertisement, except a printed request to return the letter to the writer."

In connection with the foregoing provision of law the Department has issued regulations governing the printing of "special-request" envelopes, a copy of which regulations is enclosed. (Exhibit "A.")

The Department is constantly rejecting orders for special-request envelopes because the return-cards contain advertising matter or other printing in excess of that authorized by the regulations.

As a matter of fact, special-request stamped envelopes have been printed by the Government since 1865. There has been no radical change in policy with respect to this branch of the postal service. Schedules and price-lists have been issued to the public in some form or other from time to time, and under a previous contract the stamped-envelope contractor employed traveling solicitors, who, however, confined their operations to the large cities. It may be doubted whether the employment of solicitors in this manner was justified, but it is believed that it is justifiable for the Department to bring to the attenion of the public its rights and privileges wih respect to the use of special-request stamped envelopes, just as it brings to notice its rights and privileges in connection with the money-order and registry systems, both of which are conveniences for the general good.

The Post Office Department is essentially the people's department; it is conducted for the benefit of the whole people, and under no circumstances should it be conducted with special references to a particular interest.

There is hardly a public function performed by the Post Office Department which does not seemingly encroach in some manner upon some private interest. The business of the Post Office Department by reason of its nature is necessarily paternal in character. By some the operations of the Department are pronounced a species of state socialism, and justified as such on the ground that it is the purpose of bringing the greatest good to the greatest number. The fact that the Department in the performance of its prescribed functions necessarily enters into competition with private agencies brings upon it protests and opposition from many sources. For instance, the money-order system is opposed and antagonized by some of the banking interests of the country on the ground that it interferes with their legitimate profit in the sale and purchase of exchange, and even in the custody of money. The express companies likewise seem to assume an unfriendly attitude toward the money-order system for the same reason. The railroads and express companies prohibit their agents, when postmasters, from issuing other than express-money orders. The proposed rural parcel-post system, although favored as a rule by the people residing in the rural districts, is opposed by certain business interests as an encroachment upon their private rights and privileges. Other interests oppose the foreign and domestic parcel post for like reasons. In fact, there are advocates of the theory that the Post Office Department should discontinue handling fourth-class matter—merchandise—and confine its functions to the mere transmission of *intelligence* in some form.

The Post Office Department can not accomplish the best results if it is compelled to shape its policies so that no special interest is in any manner encroached upon. It must apply correct, impartial principles throughout the service. To show that there is another side to the question, I may state that the Department receives many letters commending its policy with respect to return envelopes.

The protests, as you know, come mainly from the country printers and publishers, although a protest is occasionally received from a large printing concern or envelope manufacturer.

From the postal standpoint the advantages in using stamped envelopes in place of adhesive stamps are many. Stamps may be easily lost, misappropriated or may become useless through sticking together. The time consumed in affixing stamps on the part of large users is also an item to be considered by them. Furthermore, a stamp may drop off in the mail.

Taking these facts into consideration, with the further fact that upwards of thirteen millions of pieces of mail matter are returned to the Dead Letter Office annually for want of a return address, you will appreciate the Department's desire to increase the use of stamped envelopes bearing the printed address of the sender.

If *all* mail matter bore a return address permanently attached thereto, the Dead Letter Office could be abolished, and many heart burnings prevented because of "the letter which never came."

There are many postal progress advocates who urge the passage of legislation authorizing a higher rate of postage upon matter which does not bear thereon a definite return-card.

Stamped envelopes, with or without return-cards, are required by law to be furnished for sale to the public at cost of production, including administration, as nearly as such cost may be ascertained.

You will note that the printing is limited to a simple request to return the undeliverable matter to the sender. Anything beyond that, in the way of an advertisement of the purchaser's business, or the use of special illustrations, cuts, etc., must be printed by private printers at the expense of the purchaser.

The printing of return-cards is done without extra cost to the Department, the contract providing that the envelopes shall be furnished with or without printed return-cards as may be ordered. Under the law no extra charge can be made to purchasers for the printing; but return-cards are not printed on envelopes ordered in less quantities than 500. The printing of return-cards is done by the contractor at comparatively trifling expense, as it is done on special machines simultaneously with the embossing of the stamp on the paper as the envelope is folded and gummed.

The Department pays not quite 79 cents per thousand, printed or unprinted, for No. 5 envelopes, and sells them at $1.24 per thousand in addition to postage. The gross selling value of stamped envelopes and newspaper wrappers issued to postmasters in the fiscal year 1908 was $25,416,344.54, and their postage value was $23,743,563.68. leaving$1,672,780.86 to defray the cost of manufacture and distribution. The contract cost of manufacture was $1,058,197.95, leaving $614,582.91 to defray the cost of distribution. It is therefore apparent that their producction does not contribute to the postal deficiency, but in reality yields profit.

The Goverment does not, in fact, compete with private enterprise, for the reason that the stamped envelopes are manufactured under contract with an incorporated company. That company operates a very large factory and printing plant which includes type-setting machines and presses, with a force of several hundred operatives.

The only difference between the business methods of this corporation and those of any other printing or envelope concern is that it receives its orders from the public through the Post Office Department, instead of directly from the consumer, because of the safeguards which must surround the production and issuance of stamps.

Protests similar to the one submitted by your association have been coming to the Department for years. In fact, as far back as 1872 there was considerable agitation on the part of printers, lithographers, stationers and envelope manufacturers in relation to this subject. At that time the matter was investigated by the Committee on Post Offices and Post Roads, seriously considered by Congress, and the subject was fully investigated by the committee on Post offices and Post roads, which rendered a special report to Congress in which the practice was approved and continued.

As a former practical printer, I sympathize with the publisher and printer who feels that his business may be encroached upon by this practice, but, as a public official, I am bound to conduct the public business in accordance with the law, and certainly in such manner, if possible as to produce the greatest good to the greatest number.

The policy of the Department, as herein outlined, is the result of years of practical experience with the question, and it is believed to be fair and just, all things considered. The Government, as you will recall, under the Constitution has a monopoly of the mail service, and certainly it should not be hampered in the performance of its Constitutional functions.

There is however, another aspect to this matter to which attention may be invited. That is, while the Post Office Department may in particular instances encroach upon private business interests, there is usually some compensating feature in some other branch of the postal service. This is especially true as to the newspaper man who is conducting a job-printing business.

A few days ago a complaint was received from a certain publisher concerning this matter. In this particular case it was found that the Post Office Department furnished last year to the business men of his town 19,500 special-request envelopes. There are two printing offices in the town, so that the average amount of printing of which each office might have been deprived could not have exceeded 10,000 envelopes. Conceding that the actual profit on these envelopes might have been $2 per thousand, which is excessive, considering the wages of the printer, each publisher in the town lost in possible profit $20 during the year. On the other hand, the Department carried free of postage in the county the publications issued by them, which by the records of the Department would average between 3,500 and 4,000 pounds per annum each, which, at the postal value of one cent per pound, would have amounted to $35 or $40 in each instance. In other words, investigation of the records of the Department would show that in practically every case wherein the country publisher has been deprived of job printing by the Post Office Department, he has been given in free country postage an amount at least double any profit of which he may have been deprived.

Furthermore, it is now conclusively shown that second-class mail matter is being carried at an average loss of a little less than 8 cents per pound. The Department last year gave to the people of the United States, through the publishers of newspapers and periodicals admitted to the second-class mailing privileges, some $60,000,000 in the cost of handling second-class mail matter over and above the amount of postage received thereon. Here, again, is compensation for any loss which the printer and publisher may sustain by reason of the printing of Government stamped envelopes.

For several years past there has been a popular clamor that the Department ought to apply "up-to-date" business methods; that it ought to conduct the postal business like a great business institution would conduct its business, and thus eliminate the postal deficiency, which many people consider a reproach. It can not do that and conduct it entirely free from encroachment upon what might otherwise be considered competitive interests.

If our printer friends would look into this question from a broad and liberal standpoint, considering the interests of the people and those of the Post Office Department as well as their own, I am constrained to believe that they will conclude that there is little ground for objection to the established policy of the Post Office Department in the matter of printing return-request envelopes.

The Department, however, desires to administer this question in a manner beneficial to the postal service and least injurious to the outside industry as a whole, and has recommended a new system of dealing with the matter, as you will see by reference to pages 25 and 26 of my last annual report. This recommendation has been adopted by the Postal Commission of Congress, and has been incorporated in the pending "Postal Service Act." It may, therefore, become a law.

The recommendation referred to is that the Act of Congress approved June 26, 1906, which reads as follows:

"*Provided,* That no envelope shall be sold by the Government containing any lithographing or engraving, nor any printing nor advertisement, except a printed request to return the letter to the writer,

should be amended by adding the following:

"*And provided further,* That under regulations to be prescribed by the Postmaster General, any person, firm, or corporation may deliver or cause to be delivered to the stamped-envelope agency, paper of suitable quality, color, weight, and finish with return requests not exclusive of advertising thereon in lithographing, engraving, embossing, or printing, and have such paper embossed with the stamps used on Government stamped envelopes and made into envelopes at the usual schedule price therefor less the cost of the paper which would otherwise have been furnished by the Post Office Department; and that paper in sheets with stamps embossed thereon, for manufacture into stamped envelopes, may be furnished to the public in lieu of stamped envelopes and at the same schedule price: *Provided further,* That all orders for the manufacture of paper into stamped envelopes and all orders for sheets embossed with stamps shall be made through the post office to which the person ordering the same makes his undeliverable mail returnable."

As you know, it is practically impossible to do artistic printing or lithographing, especially where cuts are employed, on finished envelopes, because of the folds and the gum; but under this plan the consumer will be in position to procure stamped envelopes artistically produced and to his exact taste. Any ordinary or special kind of paper not below a prescribed standard of qaulity could be selected by the printer for his customer, and any desired advertisement or cut could be printed or lithographed thereon, the paper thus prepared being shipped by freight or express to the Stamped Envelope Agency, there to be embossed with the stamp and either gummed and folded, or, if furnished by an envelope-maker, returned to him for gumming and folding. The charge of the Department would be for the value of the stamps imprinted upon the envelopes plus the contractor's charge at a rate to be agreed upon and the expense to the Department for administration and for delivery of the envelopes through the postmaster concerned. The printer or envelope manufacturer would be permitted to make such additional charge to his customer for the printing and design as may be agreed upon between them. The plan would largely increase the use of stamped envelopes, to the benefit of the postal service and all concerned, and tend to eliminate all cause for complaint of competition in this respect on the part of the Department with private business. The Department would be in position to furnish diagrams and instructions which would enable any printer to perform the work properly, and paper houses within a very short time would furnish paper properly cut for making into envelopes of prescribed sizes.

I am very sorry that your Association did not discuss this proposed change in legislation, so that the Department might have had the benefit of its views. Even yet I would like to have your views and those of any other members of the Association whom you are in position to consult about the matter.

May I not have the pleasure of hearing from you further on the subject? Very sincerely yours,

A. L. LAWSHE.
Third Assistant Postmaster General

Mr. Lawshe says that "The Postoffice Department is essentially the people's department," though we thought, in theory at least, all departments belong to the people, yet, in this matter of printed return envelopes, no one who is unable or whose business does not demand or justify the purchase of five hundred stamped envelopes at one time, and the expenditure of $11.00 therefor, can, in justice to himself, purchase such envelopes—the Postal Department does not sell in quantities less than 500. It benefits only the larger classes of business men and grants an advertising privilege solely to corporations, banks and firms whose names indicate their business.

In this connection it is well to refer to Mr. Lawshe's argument a little further on, where he says, "If all mail matter bore a return address permanently at-

tached thereto, the Dead Letter Office could be abolished, and many heart burnings prevented because of the letter which never came." Now, no business man whose business justifies his buying five hundred envelopes at one time, is sending out letters without a return card thereon. The letters that reach the dead letter office are those from people who seldom write letters and would not, in a life time, put $11 into stamped return envelopes, at one purchase. Besides, the government can require that the name or address of the sender be written, stamped or printed on the envelope, and can print a blank form "Return to ———— at ————Street ————City ———— State," by way of reminder and to make the writing the return thereon more convenient and secure orderliness and the desired position of the return address. That the Government should receive commendation from large establishments, banks and corporations, for doing their printing without charge, is not a matter of surprise. There is no one who asks the Government to cease the sale of stamped envelopes but only to cease doing the printing thereon. If any one is bothered by the loss, misappropriation or destruction of stamps he is certainly at liberty to buy stamped envelopes. Sending out from twenty to three hundred stamped envelopes daily for many years, we have not found a loss of a two cent stamp a year. Once in a very long time, a piece of mail matter gets into the mails without a stamp but, as we, without the beneficent aid of the Government, put our card on our envelopes and could easily write our address on, if we were sending out only one or a half dozen letters a day, such unstamped matter is promptly returned. We do not remember that there has been a failure to stamp a letter more than once or twice a year and this has been where a large number of lettres were sent out at the same time. The stamping of an envelope is almost as certain as is the directing of it. It is something never forgotten but only happens through an oversight, in the gathering up unstamped envelopes with stamped mail. The printing, it must be borne in mind, is only in the interest of the large buyers of envelopes.

Mr. Lawshe says that "The protests, as you know, come mainly from the country printers and publishers, although a protest is occasionally received from a large printing concern or envelope manufacturer." The country printer has just as much right to be protected as any one else, but the United Typothetæ of America, made up of the very largest printing establishments in America, has for fifteen years or more, fought this practice by resolutions and through committees. Among the members of these committees was an owner of one of the largest printing offices of New York City, himself a former member of Congress. The largest local organization of the owners of large printing offices in the United States, the Ben Franklin Club of Chicago, recently took action adverse to this practice, and the matter was not brought up by a member of any small concern, but by the President of the Club, who conducts a large establishment.

Many of the very large establishments, who have opposed this practice, have not been printers of envelopes, at all, but the printers of catalogues, books, calendars and high-class color work, themselves large buyers of envelopes for their own use. They have opposed the practice on principle, because unfair and a violation of the principles of a square deal and equal rights under our free Government.

Mr. Lawshee says: "There is usually some compensating feature in some other branch of the postal service. This is especially true as to the newspaper man who is conducting a job printing business."

But what, as to the job printer, who does not conduct a newspaper? The whole basis on which the carrying of second class matter is founded has been gone over time and again. It has been proven that the so-called privilege was granted with no view of granting a special privilege to any one or favoring the publishers but wholly in the interests of the postal service and of the public, for the benefit of the Republic and the spreading of intelligence and the advancing of knowledge, absolutely necessary to the conducting of a Government of, by and for the people. It is no justification for doing printing free for one group, and that the wealthiest group, of the people, to the injury of the business of another group of the people. The use of the word Government in this manner indicates that the officials at Washington have come to look upon the Government as something above and apart from the people. Public officials, Senators and Congressmen, too frequently, seem to think that instead of their being merely the hired men, the paid servants of the people, they are the Government, with all the rights, dignities and powers of potentates, kings and princes, who are granting largeses, privileges, rights, franchises and gifts to their subjects. If men ever get it out of their minds that because one works for the Government he is a ruler, possessed of powers and the right to confer honors and claim honors and authority above that which belongs to any other employee, many irregularities will disappear. The people constitute Government and if they want to aid the cause of intelligence by giving low rates for the carrying of publications to the people, it is their right and not a grant by officials. It is a measure for the public good.

We are not intending in the least to indicate that officials are responsible for this false idea of our Government and its relations to the people or rather its entire existence in and through them. The people all over the country are all seeking to get something out of the country and members of Congress are looked upon, not as representatives of the whole people to legislate for the Nation and to guard its interests in accord with their oaths of office, but to get something for their different sections and places, for political

workers regardless of the fact that the people pay tenfold therefor through indirect taxation. Mr. Lawshe says that: "It is now conclusively shown that second-class mail matter is being carried at an average loss of a littless less than eight cents a pound. The Department last year gave to the people of the United States, through the publishers of newspapers and periodicals admitted to the second-class mailing privileges, some $60,000,000 in the cost of handling second-class mail matter over and above the postage received thereon." We like this much better than the old charge that this was given to the publishers through a special privilege. Of course, the Department did not really give this or any other amount to the people. The Department, or its paid officials, merely disbursed this amount among the high officials, the postmasters, clerks, auditors, mail carriers and other employes, who are all the hired men of the people, and among the railroads and other common carriers. The people paid the amount by paying taxes. The people paid it all and got it back in the services rendered. Most of those who have investigated think the people paid too much for these services and, and if the Department were run as a private business, the Postoffice Department could be easily run on the present receipts and leave a margin of millions of dollars in profits, but if the people are willing to pay $60,000,000 or $70,000,000 a year more than is necessary for the sake of keeping up "the Government" with overpaid officials and transportation companies, and underpaid workers, the people are to blame. "Every man seeketh his own," and it is strange how valuable men, who have never been able to earn a hundred dollars a month for themselves, consider their services when rendered to the Government. It is a little strange, too, how corporations existing under charters granted by Government, consider any services rendered the Government worth about eight times as much as is charged or considered just when the same work is done for private individuals, firms or other corporations.

In all this, we have not intended, in the least, to criticise Mr. Lawshe. He has, in many things, been much more thoughtful, reasonable, candid and just than his predecessors, and we believe that he has striven to be fair and honest and has unconciously fallen into the falacy, prevailing among the people and throughout officialdom, that this Government is something apart from the people, from which benefits and salaries are to be gotten with little thought as to the returns made or the real, actual, market value of the services rendered. Benjamin Franklin, who had seen the bad effects of appealing, at the same time, to men's ambition and cupidity, in bestowing public offices, thought there ought to be some margin left for free, public services for the common good, as a means of fostering and keeping alive a public spirit, a wholesome pride in labors for the common good, that carry a high sense of honor and give a real, worthy glory as for something done for one's country. His wisdom, founded on broad observation and study, was disregarded and public offices have come to be looked upon as matters of special benefit only to the holders thereof and to their friends and partisans—a sort of public graft, instead of a patriotic service to the country or public trusts with a direct and sacred responsibility to the whole people and a conscientious glorying in having rendered signal benefits to the Nation instead of securing pelf, power and easy or over-paid positions for themselves, their friends, partisans and personal aiders or heelers. We believe in public benevolences but we do not believe that the Government should be considered as a benevolent institution or an asylum for incompetents, much less as a means of paying for personal or partisan services by Presidents, Senators, Congressmen, Governors or other officials.

Mr. Lawshe's plan for having paper stamped with the postage stamps thereon, for the use of printers, seems to have some attractive features, if a system can be devised for working out the plan without having it too expensive or cumbersome. It might be that orders could be sent through wholesale paper houses or envelope manufacturers. The trouble is, that purchasers of printed envelopes want the same immediately or very soon after giving an order, yet those who are now accustomed to give orders to the Postal Department could be supplied in a satisfactory manner and others could probably be soon taught to give their orders in advance. We believe that Mr. Lawshe's plan would eventually increase the use of stamped envelopes, as he suggests.

BILLBOARDS AND NEWSPAPERS

The Newspapers will have themselves to blame if they lose the most profitable source of their income, namely, advertising. By submitting so long and foolishly to the diversion of their advertising patronage from legitimate channels to scenery-defacing billboards, and to street-cars, subway and elevated stations, they have paved the way for what is now happening. A wide-awake Yankee concern in New England is making contracts with grocers, butchers, druggists, bakers, and others to display advertising cards conspicuously behind their counters in street-car style. Contracts for a term of years are being made for the exclusive use of store space for advertising purpose. It is very easy to see what will happen to the advertising columns of the local newspapers if this scheme is carried out. The newspapers in some of our larger cities have combined to boycott the publicity bureaus that have been "working" them so successfully of late. If they would display equal diligence in an attack all along the line against the sign nuisance they would recover some of the income they have been needlessly sacrificing during the past few years of indiscriminate, and in most instances illegal, publicity.—Editor John A. Sleicher in *Leslie's Weekly*.

At Harrisburg, Ill., the *Morning Chronicle*, published by Andrews and Shupp, has made its first appearance.

A NEW ZEALAND PAPER'S GROWTH AND NEW BUILDING

THE Christ Church, N. Z., *Press* recently moved into a magnificent new building and properly gave a review of the paper's history and growth and a description of its new home. We Americans are sometimes inclined to think that this "land of the free and home of the brave" has marked the world's progress for the past century, but a little investigation shows that other new lands, with all modern industries, institutions and the high ideals of human rights, liberty and law, have not lagged behind and that some, making a later start, have outstripped us in the guards placed around the equities of the people and the opportunities afforded and safeguarded to all groups of men and to the members of all callings. The United States can well go to New Zealand to learn lessons in government for the protection of the interests and the upbuilding of all. The press considering the population of the country, shows a glorious record of attainment as well as of service, and American newspapers can learn from the New Zealand *Press*. February 18, 1865, witnessed the first issue of *The Weekly Press* of Christ Church, and the paper has kept pace with the growth of the country which it has helped, signally, to settle-up and to develop, and now publishes, besides the great weekly that has been built up, also a morning and evening daily and has an extensive engraving and lithographing establishment. All this has been accomplished by an enterprise and by methods well worthy of imitation. The weekly was intended for "up-country circulation," but was early enlarged in its scope to cover the whole of New Zealand and this was done by meeting all the natural demands that existed or could be made available by the publication, and, herein, an important lesson is to be learned. Illustrations were introduced as early as 1882, wood cuts being used successfully in illustrating an International Exhibition and then in 1888, the *Press* became the pioneer in Australasia, in the use of halftones. The issue before us, in speaking as follows of these first attempts, reminds one of the early results secured in this country: "Its first efforts were of the crudest and there is a specimen, printed in August, 1888, which, if reproduced, would amuse those familiar with its lineal descendants today."

The National Printer-Journalist was among the first to use halftones in this country and if any one will refer back to the issues of 1888 and 1889 and compare the same with recent productions, the improvements made will be strikingly evident. We used one of the earliest productions of the three-color process, in showing "A Pansy Blossom," and while then considered a great accomplishment, it is wonderful what attainments have since been reached in color printing, in this country and all over the world.

New Zealand has inherited from England the love of sports and *The Weekly Press* has always given great prominence to these. It will be found instructive to read the following, printed in the daily edition of the *Press*, as to the progress of the paper along this and other lines, always keeping in the lead:

In 1891, the sporting side of the paper was strengthened by the incorporation of "The New Zealand *Referee*," with which "The Weekly *Press*" became the official record of sport in New Zealand. Besides being the official organ of sporting authorities, it has always catered for every health-giving recreation. In 1894, began the regular weekly publication of the beautiful illustrations, in halftone engraving from photographs, which have since attained such remarkable development. The public was quick to appreciate the superior fidelity of the new process as compared with the best efforts of the artist and the woodengraver, and from every news agent in the colony came the proof in largely increased orders. When, a few years later, the second Boer war broke out, the opportunity to cater pictorially for the national need of news was so energetically grasped (special correspondents and photographers being sent to the front) that the circulation rose to 40,000 a week, and then failed to equal the demand, in many weeks the fast printing presses having to stop running on the current issue because otherwise the next one could not be produced to time. It was a period of great labors and unlimited overtime for everyone engaged in the production and distribution of the paper, and for the office staff as much as any; but it left "The Weekly *Press*" recognized everywhere as the most prominent illustrated newspaper in Australia—a reputation since maintained.

The paper owes part of its standing to the high quality of its literary contents. A list of its contributions during the last twenty years would include all the most distinguished workers in the field of "belles lettres" in England and New Zealand, and a great many of the brilliant American company. It may be added that "The Weekly *Press*" published the work of many authors of the greatest distinction before they were distinguished, at any rate by the official critics. Its readers enjoyed some of the finest performances of Conan Doyle, Rudyard Kipling, and George Bernard Shaw, long before those great men had gained their present world-wide popularity; and to mention two of lesser degree, of Richard Marsh and E. P. Oppenheim. Another source of distinction is the service rendered to the cause of National Defence by the Volunteer and Service pages. These have been so ably conducted that they have become indispensable to the volunteer, and have exercised a most beneficial influence on his training.

Keep moving forward and improving is the road to newspaper success. Here, as to the time of the starting of the daily, and its work, is a showing of how every community and public interest was covered:

In 1861, "The Press" was a weekly, issued at sixpence the single number, and to be obtained at various North Canterbury centres from Rangoria to Akaroa. On October 8ith, 1862, was announced a bi-weekly publication, and on March 17th, 1863, the *Press* came out at threepence a copy, as the first daily newspaper issued in Canterbury with a list of agents, ranging from "Mr. Stanford, Charing Cross, London," to New Zealand representatives as far north as Auckland, and southward to the Bluff. Its progress had well justified the resolve to exclude an appeal only to narrow localism. Canterbury interests were not ignored, but there was nothing of that "stagnant frame of mind," which Wakefield had anticipated for our two contented settlers on the Plains, in articles dealing with New Zealand's native policy, with temperance and teetotalism, and with educational themes, varying from the high duties of a General Government towards young New Zealanders

yet to come, to the status of School Committees, the training of teachers, and the ventilation of schools. Mr.Fowlds, who claimed the other night for his Government the glorius conception of the free place system, might be interested to hear that a *"Press"* leader in the sixties already sketched out precisely the same means of "bridging the gulf" between primary and secondary education. And the Christchurch City Council, working out at last a scheme for general water supply, brings curiously to mind our early warnings that in a city of wooden houses no municipal scheme should aim at less than water-pipe with fire plugs in every street, and that the most righteous plan was one which would bring "water into every house in Christchurch." Acclimatisation was another important topic treated in 1861. At that time, deer, rabbits, hares, pheasants, and small birds from English hedgerows, had been shipped at great cost and with the one unfortunate exception of the rabbits, had not lived to try the experiment of settling in a new land. In the *Press* the first mention was made of the London Acclimatisation Society, and the foundation of a like society at this end was urged as the most promising aid towards populating our English trees with English songbirds, and our rivers with Scottish trout. The suggestion was quickly taken up, and how the Acclimatisation Society has worked, through good or evil report, has been matter for many a leader and much lively correspondence since. The Musical Society was also cheered by praise, or stung to its work by kindly criticism, lest the musical taste of Christchurch should decline. "Every concert of our Society is an opportunity lost or gained as they choose the program." And some early sins of visiting stars seem indicated by an article after the All English match in 1864, comparing this first-class object-lesson given by firstrate cricketers, with the conduct of singers who thought it quite enough for a colonial audience to hear "Villikins and his Dinah."

There is not a thing that concerns the progress, improvement and upbuilding, along every line, of the community, city or state served, in which a newspaper can afford to be otherwise than a pioneer, a leader intelligently informed, conscientiously concerned, earnestly progressive and urgently, perseveringly and untiringly insistent.

It would be interesting, briefly to sketch, the different departments described, but the description of the building gives the best idea of the extent and completeness of the establishment:

Despite the huge extent of the premises, the architects were eminently successful in avoiding the slightest suggestion of ponderousness, the vast structure being distinguished for its grace and artistic delicacy of outlines. The exterior has been constructed of brick and Oamaru stone, the whole fabric resting upon a massive bluestone base. The building which presents bold frontages on to Cathedral square and Worcester street, is 70 ft in height, and is surmounted on the southwestern corner by a tower 30 ft high. Ferro concrete (with steel girders and stout brick walls) has been exclusively used in the interior construction, the floors also being of this material. In the literary and commercial departments wooden floors have been laid over the ferro concrete, and, so far as it has been possible to secure, the entire building is almost completely fireproof. There are no fire-places anywhere (the premises being warmed with hot water radiators,) and as an extra precaution a domestic high-pressure water supply, with fire plugs everywhere at hand, has been installed. The construction of the building, and its being cut up into so many independent fireproof sections, is such that, should an outbreak of fire occur, its spread beyond the immediate vicinity would be impossible. The accommodation consists of a basement, four floors above ground, and a flat roof. There is 54,450 square feet of available floor space, and 10,890 square feet of flat roof, or, roughly an acre and a half. In the well-lighted basement the newspaper printing machinery, the suction gas and electrical generating plants and the publishing departments are located. Above ground the building is divided in the middle into two separate portions, each being cut off from the other by a solid brick wall, and the means of communication protected by fireproof doors. The southern half of the building is divided off as follows:—Ground floor, commercial department; first floor, editorial and literary staffs of the morning and evening journals issued by the *Press* Company; second floor, editorial, literary and artistic staffs of the Weekly *Press* and *Referee;* third floor, illustration department of the Weekly *Press.* The factory portion of the building is divided up into the following departments:—Ground floor, jobbing, paper-ruling and bookbinding; first floor, job-printing department; second floor, linotype department, news department; third floor, photographic department, photoengraving, lithographing and so on.

There are complete sanitary, electric and other arrangements and appliances for the comfort and convenience of the workers and the forwarding the work known to the most up-to-date and complete newspaper and job printing establishment.

The description of the job department is especially interesting, and how highly this branch of the business is prized may be judged by the statement that, "The backbone of every newspaper business is the jobbing department! So, at least, think those connected with that important branch of the business; and so it has been proved in many instances. And the backbone of the jobbing department is, undoubtedly, modern machinery, manipulated by expert workmen. In this respect the jobbing machine room of the Christ Church Press Company is exceedingly well equipped, the proof of which is to be found in the nature of the work produced—work that is acknowledged to reach high-water mark in the typographic art."

"The Press" Pigeon Post, as graphically described by "Fangier," will be found as novel, as entertaining, to the makers of American newspapers:

From the dawn of history to the present day pigeons have been employed in the capacity of messengers. Opinions will differ as to whether the story of the Flood as narrative indicates that at a very remote period the ability of pigeons as messengers was known. The classic writers make frequent reference to pigeons acting as messengers. Anocreon, the poet, who died by the skin of the grape(it is generally the juice that kills), sent love messages to a lady fair by pigeons, and the news of at least one ancient athlete's victory at the Olympian games was forwarded to his relatives by a feathered Mercury. As press messengers, pigeons seem to have been first used by "Bell's Life" in the early days of the last century, and are now used by the leading papers of the world. The first paper to employ them in New Zealand was the Auckland Evening *Star,* about forty years ago.

The *Press* pigeon post was established in 1886. The old birds, one of which has been at work for ten years, have now been pensioned off, and a new staff engaged. The new birds are descended chiefly from Ironsides and Little Wonder, two birds that were companions in English "Nationals," and there are also birds related to some which figured in Belgian "Grand Nationals," these races, both English and Belgian, being 500 miles, more or less, according to the situation. The birds attached to this office are comfortably housed on the flat roof, which is an ideal place for homing, in that the birds from their home have a fine view of the surrounding country, and

when away from home a splendid landmark in the Cathedral spire. All pigeons will home more or less, if trained, and many breeds have been bred at different times and in different countries. Carrieries, Dragoons, Antwerps, Tumblers, Owls, etc., and others have been used as messengers, but these varieties are now useless for the purpose and are bred for show purposes alone. The modern homer is an amalgamation of the best breeds bred in olden days, made more perfect by selection and training. In former times the message was tied round the bird's neck or to a wing or tail feather. Now it is attached to the leg. The message should be about the thickness of an ordinary lead pencil and three-quarters of an inch in length. Photos are sent in a similar manner. Mr. J. L. Wilson, the *Press* representative at Kaiapoi, has sent on one bird a message which made two columns of printed matter; and the writer is informed that many years ago a page of the "Thames Advertiser" was photographed and despatched by pigeon to the office of the Auckland *Star,* and reproduced in cold print. Pigeons do not, as many suppose, carry a message from their home, but from a distance to their home; and though there are cases of pigeons homing a great distance with training, they cannot be depended on to do even moderate distances in time for newspaper purposes, unless well traind. When this is done they seldom fail to make good time. Another important factor in connection with the pigeon post is that the birds enter their lofts quickly, when the message can at once be set in type. Some birds are very tame and trap at once; others are wild and will not enter until dark, and this weakness on their part is often responsible for upsetting the characteristic good temper of the printers and editors.

AS TOLD BY THE ADVERTISING MAN

Saturday afternoon I called on a merchant with the intention of separating him from some of his money for a good purpose—advertising.

But he wouldn't separate.

He was a good talker, however, and gave me half an hour of his time just to tell me *why* it wouldn't pay him to advertise his business in the newspapers.

This is the line of argument he offered:

"What—me advertise?

"Why, young man, I have been in business in Topeka in this very same stand for 27 years.

"Every man, woman and child knows me. Why, half the people in the town call me by my first name.

"No sir. Advertising is all right for the department stores and maybe for others in the same line of business with me, who are new in the field. But you see I've been here so long it would be throwing money away for *me to* advertise.

"And I know, for I've tried it. Why, only last month I spent 75 cents for a hole in a school play program, and do you know, I haven't had a single person tell me that they saw it. And it was quite a good sized hole, too.

"No, young man, advertising is all right for them that needs it, but I don't need it. I've been here 27 years, you know, and as I said before, everybody in town knows me."

Think of it.

This man has been in business in Topeka for the past 27 years and that 75 cents for the "hole" in the school program is the only money he has spent for advertising of any kind during the past ten years.

Have you thought?

There is another concern in Topeka that has been in business but a very few years.

They are young men, full of life, ambitious, progressive.

They are the sort that *do* things.

A year ago they discovered a demand for a certain kind of bread. A bread that was different from any other bread sold in the city. A bread that created a favorable impression with every person who tried it. A bread that was better, and much more expensive than any they had heretofore made.

They experimented with it; they made a large loaf and offered it to their trade at ten cents per loaf.

It repeated.

"It's a go," said one of the partners.

"It's a go," said the other.

"So here goes"—together.

They sent for an advertising man. They talked the matter over.

They decided on an advertising campaign.

What they lacked was a name for their bread.

Just about that time, Weston was making his celebrated walk from New York to Chicago. He was using a bread similiar to the new bread they were baking.

Happy thought.

A name was found—*Weston.*

Again they sent for the advertising man.

Together they planned, and figured, and worked out their idea.

The mere matter of expense never entered their heads. What they wanted was to sell this new bread.

Immediately the announcements of *Weston Bread* commenced to appear in the newspapers. The newspaper advertising grew month after month—so did the bread sales.

Then the advertising appeared on bulletin boards. Then it appeared on illuminated signs. Then it appeared on theater programs. Then it appeared on theater curtains—and lo and behold, it appeared in an (advertisement) on the dome of the Kansas State Capital building.

All this time the newspaper advertising continued.

All this time the sales of *Weston Bread* were doubling and doubling again.

The result.

An idea, plus an honest article, plus newspaper and general advertising, have made *Weston* bread a daily visitor to hundreds of Topeka homes.

It is establishing a great business for the makers of *Weston* bread.

It is making them money. It will make them rich.

Advertising is a great thing.

Think hard. —T. D. C.

From the *Topeka Daily Capital,* April 5, 1909.

"FIND THE PAPER VERY HELPFUL TO THEM."

Office of the Santa Ana Daily Register,

Santa Ana, Cal., April 1, 1909.

Col. B. B. Herbert, 1319 W. Ravenswood Park, Chicago, Ill.

Dear Father Herbert:—In renewing my subscription to the National Printer-Journalist for another year, I feel like trying to express my appreciation of the work to which you have devoted so many years of your life. But I have done this so often that it seems wholly unnecessary, so far as you are concerned, for me to add anything at this time. I wish there were some way for me to convey to the newspaper men of the country, in a convincing way, an adequate idea of the great benefit your paper has been to me in my newspaper work.

In a limited and desultory way I have tried to do this. Many years ago I subscribed for the National Printer-Journalist for some young men who learned the A B C of the newspaper business in my office, and I have had the pleasure of having more than one of them tell me, in recent years, that they are still subscribers, and find the paper very helpful to them.

With kind personal regards and sincere wishes for many years of usefulness for you, I am,

Very sincerely yours,

J. P. Baumgartner.

A HELPFUL FACTORY ORGANIZATION

EVERY one familiar with factory management knows that hardships and deprivation to the the family frequently follows even temporary disability of the bread winner. The System of "passing the hat" for disabled workmen becomes in places almost a continuous performance. Aside from the annoyance, loss of time and manifest unfairness of this method, it tends to pauperize the recipient and rob him of his self respect.

The Challenge Machinery Co., of Grand Haven, Mich., have found an unusually efficacious way out of this difficulty. On June 1, 1907, on the initiative of the Manager, Mr. J. Edgar Lee, a number of the workmen met and organized The Challenge Co., Mutual Aid Society, the object of which is to relieve members in distress, provide benefits, in cases of sickness and death, and promote good fellowship among its members. Members are divided into two classes. Class A, consisting of those earning $7.00 per week or less. Class B, those earning more than $7.00 weekly.

In Class A the initiation fee is 25 cents with monthly dues of 15 cents. In case of sickness or disability, continuing more than three days, a weekly benefit of $3.00 is paid, for a period not to exceed twelve weeks in any one year. In case of death, $25.00 is paid. In class B the initiation fee is 50 cents; monthly dues 30 cents; sick benefit, $6.00 per week; death benefit, $50.00. The Challenge Machinery Co., acts as permanent treasurer. All other officers are elected annually by the Association.

Nearly everybody about the factory, from the President to the apprentices, belong to the society. Its affairs are in a flourishing condition. Whenever the surplus in treasury exceeds $250.00, all assessments are passed until this amount is reduced to $200. During 1908 only eight assessments were collected.

This plan has worked admirably, and in many cases has proved a boon to the members.

Recently the Aid Society assisted by The Challenge Machinery Co., gave a banquet and ball. A portion of the factory was cleared and decorated. Long tables loaded with good things were provided, and a varied program rendered by members between dances. Below we give the program of the evning.

THE C. M. COMPANY MUTUAL AID SOCIETY BANQUET AND BALL.

Programme and Order of Dance.

The C. M. Company's Works, Friday Evening, March 12, 1909. From 8:00 to 12:00.

1—Overture—"Standard American Airs." .....
Orchestra.

2—Two Step .....
3—Quadrille .....
Address: "The C. M. Co., Mutual Aid Society."
Mr. J. Edgar Lee.

4—Waltz .....
Recitation: Mr. N. K. Thompson.
5—Quadrille .....
Duet: Messrs. James Smith and Harry Bishop.
6—Barn Dance .....
Cornet Solo: Mr. L. Slaughter.
7—Two-Step .....
Hornpipe: Mr. "Happy" Leland.
8—Virginia Reel .....
Ventriloquism: Mr. A. E. Ellingen.
9—Waltz .....
Supper.
10—Quadrille .....
11—Request .....
12—Two-Step .....
13—Request .....
14—Waltz "Home Sweet Home" .....

About 400 empoyes and their friends attended this entertainment. The work of the Socitey has been so helpful and so gratifying in every way that they are planning for larger things. Among the suggestions under consideration are a permanent club room, and a well equipped gymnasium, library and reading room. The Challenge Machinery Co., is encouraging the work in every way and are proud of the results obtained up to date.

We give as follows the constitution and by-laws of commendable organization believing that the same may be useful and helpful in encouraging, and the forming, of other like organizations, for the reason that everyone needs to be shown, and having a practical example in hand influences to the doing likewise:—

CONSTITUTION AND BY-LAWS

CONSTITUTION.

ARTICLE 1.

NAME.

This Society shall be known as The Challenge Machinery Company Mutual Aid Society.

ARTICLE 2.

OBJECT.

The object of this Society shall be for the mutual aid of its members in case of sickness, accident and death.

ARTICLE 3.

MEMBERSHIP.

All members must be employees of The Challenge Machinery Company and of apparent sound bodily health.

ARTICLE 4.

OFFICERS.

The officers of this Society shall consist of a President, a Secretary, a Treasurer and an Executive Committee of five (5), to be elected at the annual meeting for one year of office. with the exception of the Treasurer, who shall always be The Challenge Machinery Company.

ARTICLE 5.

MEETINGS.

Section 1. The regular meetings of this society shall be held on the first Tuesday of December.

Section 2. A special meeting may be called by the President upon the request of three members of the Executive committee or upon a written request signed by fifteen (15) members of this Society.

ARTICLE 6.

QUORUM.

Fifteen (15) members besides the President shall constitute a quorum at a regularly or specially called meeting and will have power to transact all business.

ARTICLE 7.

ELECTION.

Section 1. The officers of this Society shall be elected annually by ballot at the regular annual meeting of this society to serve for the term of one year or until their successors are legally elected. No member shall hold office of this society until he or she has been a member for six months with the exception of the members elected at the time of organization.

Section 2. Whenever an officer of this Society shall leave the employ of the Company, said office shall be de-

cared vacant and such vacancy shall be filled by the Executive committee.

Section 3. One week before the annual meeting, a special meeting will be called, at which time nominations will be made for the annual election.

ARTICLE 8.

SICK COMMITTEE.

The Sick Committee shall consist of the Executive Committee.

BY-LAWS.

ARTICLE 1.

DUTIES OF OFFICERS.

Section 1. It shall be the duty of the President to preside at all meetings of the Society, to appoint all special committees; enforce obedience to the Constitution and By-laws and excercise a general supervision over all the Officers of this Society.

Section 2. In the absence of the President at the annual meeting, the chairman of the Executive committee shall act as President.

Section 3. It shall be the duty of the Secretary to keep a strict account with the Treasurer of all the money received and paid and counter-sign all money orders, and keep minutes of all the meetings. For this service he shall be exempted from payment of assessments.

Section 4. It shall be the duty of the Treasurer to keep a strict account with all members, collect all money and pay all orders signed by the President and Secretary.

Section 5. The Executive committee shall at their regular monthly meetings, hear the reports of the Secretary and Treasurer and transact all other business of the Society. They shall pass on all bills before being paid and shall audit all claims for indemnity after being satisfied of their being just. They shall look after all members on the sick list. They shall pass upon all applications for membership.

ARTICLE 2.

MEMBERSHIP.

Section 1. Each applicant must be in the employ of The Challenge Machinery Company at least four (4) weeks before being admitted into the society.

ARTICLE 3.

DUES.

Section 1. The assessments of this Society shall be Class A, fifteen (15) cents, class B, thirty (30) cents, to be deducted by the Treasurer from each member's wages on the second Wednesday of each month. If a member has no wages coming, amount must be paid to Secrtary by him before second Wednesday of each month. If at the end of any year the amount of money in the treasury exceeds $200.00, a dividend shall be declared when the surplus reaches the sum of $250.00 over and above the original $200.00. The dividend shall be divided among the members pro rata as each has paid his assessments during the year or years in which said surplus ($250.00) is accumulating.

ARTICLE 4.

BENEFITS.

Section 1. Any member of the Society unable to attend to his or her duties through the sickness or disability of said member must notify the secretary within three (3) days after the date of such sickness on regular blank provided for that purpose. Should said member fail to notify the Secretary within three days, benefits will only be paid from the date of such notification. Said member shall be entitled to receive out of the funds then on hand, if a member of class B, not more than Three Dollars ($3.00) for the first week of sickness and not more than One Dollar ($1.00) per day, Sundays excepted, after the first week. If a member of class A said member shall be entitled to receive not more than One Dollar and fifty cents ($1.50) for the first week of sickness and not more than fifty cents (50c) per day, Sundays excepted, after the first week. In no case shall a member draw benefits for more than twelve (12) weeks in any one year, said year to date from first benefit paid.

Section 2. Any member who may be disabled by dissipation or any immoral conduct shall not be entitled to relief.

Section 3. In case of the death of a member the Secretary shall draw Twenty-five Dollars ($25.00) if member is in class A, and Fifty ($50.00) Dollars if in class B, from the Treasury and pay same to the person or persons last designated as his beneficiary.

Section 4. A doctor's certificate is necessary before payment of benefits. Said certificate shall clearly state nature of ailment.

Section 5. Any member who shall find it necessary to leave the city on account of ill-health shall furnish the sick committee with a doctor's certificate before taking leave. No benefits will be paid for the time spent out of the city unless the above is complied with.

Section 6. Any member who fraudulently claims or receives benefits will be expelled.

Section 7. Any member who receives a temporary lay-off shall be entitled to sick benefits only, provided he is in good standing.

Section 8. Any member leaving the employ of The Challenge Machinery Co., shall forfeit all dues and assessments paid to this Society and all benefits will stop on the first of the following month.

Section 9. That in case of permanent disability, beneficiary shall not receive any benefits over and above the full twelve (12) weeks: i. e., class B, $72.00; class A, $36.00. Beneficiary incapacitated for a period of more than a year (1 yr.) shall be considered permanently disabled. Year to be considered twelve months from date of first benefit paid.

Section 10. Any member receiving indefinite lay-off shall stand suspended on failure to pay his dues, but shall be fully reinstated, without initiation fee, upon payment of all back dues, unless in ill health at time reinstatement is applied for.

ARTICLE 5.

FINANCIAL STATEMENT.

A quarterly statement of the financial condition of this society shall be posted in the factory in February, May August and November of each year.

ARTICLE 6.

AMENDMENTS TO THE CONSTITUTION AND BY-LAWS.

This Constitution and By-laws may be amended at any regular meeting by a two-third majority vote of the members present notice of such amendment having been posted in the factory one week in advance of the meeting.

ARTICLE 7.

ORDER OF BUSINESS.

First—Calling meeting to order.
Second—Reading minutes of previous meeting.
Third—Reports of Officers.
Fourth—Reports of Committees.
Fifth—Unfinished Business.
Sixth—New Business.
Seventh—Adjournment.

ITEMS OF INTEREST

THE annual meeting of the stockholders of the *Evening Wisconsin* company was held at Milwaukee. After the stockholder's meeting there was a director's meeting at which Mrs. Harriet L. Cramer was re-elected president of the company and John F. Cramer was re-elected vice-president and treasurer. John W. Campsie, who had been elected a director at the stockholders' meeting, was elected business manager at the meeting of directors. Mr. Campsie, who recently purchased an interest in the company, began his connection with the *Evening Wisconsin* a quarter of a century ago, as a compositor, and at the end of nine years was advanced to the management of the printing department, where, closely associated with Mr. Aikens, he acquired experience and developed capabilities that will be useful in his new position.

At Niellsville, Wis., the *Good Citizen,* a bi-weekly, has just made its appearance, published by L. B. Ring. It supports county option.

Thomas A. Daily, president of the Adrian, Mich., *Times* Co., and manager of the paper, has been appointed postmaster at that place.

Miss Nellie Revell, press agent for a Chicago theater, has been engaged by the State of Michigan to exploit its greatness. She will devote much of her time to booming agricultural fairs.

Norstedt & Soner, The Royal Printery, Stockholm, Sweden, have recently installed one of the latest high-speed Oswego cutting machines made by the Oswego Machine Works, Oswego, N. Y.

Ignace McCreedy, formerly sporting editor of the Providence, R. I., *Journal,* has joined the Fifteenth U. S. Cavalry at Fort Sheridan, near Chicago. He enlisted as a private but will work for a commission.

J. W. Jarnagin, editor of the Cedar Falls, Iowa, *Daily Record,* was appointed postmaster to succeed E. A. Snyder, who has held the position for eight years and was for forty years a newspaper man there.

McIntyre, Iowa, now has a paper. Vol. 1, No. 1, of the McIntyre *Monitor* has put in its appearance, with D. H. Murphy as publisher. It starts out with a good line of advertising and full of good, lively editorial and local matter.

Leslie M. Fowler, who is in the course of the present month will retire from the Racine, Wis., newspaper to assume the position as city clerk, has been on the editorial and reportorial staff of the *Times* for more than sixty years.

The Illinois Press Woman's Association is to have a matinee benefit at the Garrick theater, Chicago, soon. It is expected the attraction will be the musical comedy "The Girl from Gosham," given with the same Colonial club cast that made so complete a success. The comedy is by Mrs. Mary Moncure Parker and her talented son Gilman.

The NATIONAL PRINTER-JOURNALIST has received from the Keystone Type Foundry a fine, large photogravure, size 16x20, of their Main Foundry building in Philadelphia. These pictures are presented with the Foundry's compliments to customers and friends who request them. The picture is very attractive and when neatly framed is worthy of a place on the walls of any business office or composing room.

Edward Tostevin, who for over twenty years has been the business manager of the Racine, Wis., *Journal,* has resigned his position and disposed of his interests in the paper and will move to Mandan, N. D., where he has purchased a newspaper. Mr. Tostevin is well known among the newspaper men of the state and served as an officer of the Wisconsincon State Press Association.

Arthur Capper, publisher of the Topeka, Kansas, *Capital,* has been appointed by Governor Stubbs to the position of Regent of the Kansas State Agricultural College. The appointment was immediately confirmed by the Kansas Senate by a unanimous vote. Mr. Capper was taken by surprise, as he had no intimation that he was to be honored by the Governor until his name was sent to the Senate.

J. J. Richardson, publisher of the Davenport, Iowa *Democrat,* has rounded out half a century as a newspaper publisher. He came from Vermont in 1859 and entered the business of publishing the Davenport *Democrat* with his brother in the same year. Since 1898 he has been sole publisher of the paper. Mr. Richardson has been for many years prominent in Democratic politics, and of late years has been a breeder of Jersey cattle.

M. H. Bassett, former editor of the Kankakee, Ill., *Republican,* and his family have left for Tulsa, Okla., where he will take the management of a new paper to be started there. The paper will be entitled probably the *News,* and is backed by influential men in Oklahoma. It will be independent in policy and enters the field now occupied by two other dailies. A. S. Sweeney, former city editor of the *Republican,* will become the editor of the new paper, while Mr. Bassett will attend more to the business than the editorial management of the paper.

Dowagiac is to have a second daily paper. It is to be known as the *Daily Herald* and is to be published in the afternoon. A deal was perfected whereby H. E. Agnew and wife and Abner M. Moon will merge their newspaper properties. The Dowagiac *Republican* and the Dowagiac *Herald,* both weeklies, and in company with Clifford Ward, of Hillsdale, Mich., will launch the second daily newspaper. A stock company to be known as the Herald Publishing Company, will be organized under the laws of Michigan. Their capital stock will be $10,000, consisting of the present Weekly *Herald* property, the Dowagiac Weekly *Republican* property and some cash invested by Mr. Ward.

At the annual business meeting of the Des Moines Press club, Mrs. James G Berryhill, was chosen as president for the ensuing year. Besides the election of officers, delegates, regular and alternate, were chosen for the biennial convention. Those who were chosen are as follows: Mrs. James G. Berryhill, president; Mrs. John R. Drake, first vice president; Miss Guilielna Vollinger of Newton, second vice president; Mrs. Nellie G. Tomlison, recording secretary; Miss Jeanne Loizeaux, corresponding secretary; Miss Emilie Blackmore Stapp, treasurer; Mrs. Frederick Weitz, historian; Miss Margaret Walker, librarian; board of directors, Miss Alice S. Taylor, Mrs. H. B. Hawley, Mrs. D. H. Reichard, Mrs. Preston, B. Durley and Mrs. George Young. Regular delegates to biennial convention: Miss Alice Tyler and Mrs. Frederick Weitz, alternate delegates, Mrs. George Young and Miss McClelland.

THE BOSS

By the boss we mean the active proprietor, the executive head, the owner of the business. He is sometimes called the "old man."

The success of an institution depends largely upon the example of the boss.

If the boss is careless in little things, if he is sharp in his practice, if he does mean acts, he may rely upon it his employees will copy him, and later on, when some blow strikes the business, he will find it has happend through the practices of the employees who got their cues from the boss.

Kindness wins kindness; love wins love. If the boss is generous and charitable, if he sets a good example, he will have an esprit de corps among his employes that is of incalculable value.

There is not one chance in a thousand for the boss to make a success unless he has risen to the position of boss, and climbed and earned his position through steady progress.

The boss must know how to do the things he hires others to do.

The boss who can show his employee his error in a kindly manner and point out a better method, leaves a good feeling in the heart of that employee.

The boss who shows his heart to the employee and is concerned in the things not necessarily business will be repaid a thousand-fold in loyalty and willingness on the part of the employee.

Employees deeply appreciate consideration, and especially the little kindnesses which are not what might be called business practice.

The boss should not be too far aloof; he should be just head and shoulders above those working under him; he should be just far enough above that he stands out as a commander.

He should be willing to grant an audience to an employee and work with him.

The boss should say we rather than I. He should talk with the employees and not down to them. He should make each individual under him feel that he is part of the institution and an element in its success.

Remember this—employees watch the boss and they copy him. Where you find hard-working employees you will find a hard- working boss.

The boss cannot run the whole business himself; he is dependent upon willing hands; he must have willing hands himself.

If the boss is alert and discovers wastes and leaks in his business, the employees will discover them, too, and the business will receive double benefit.—*Dollars and Sense.*

A PRINT SHOP THAT PAYS

The office I have in mind was established more than twenty-five years ago and has been continuously under the individual management of the founder. He has not sought to do a large business, but has gradually increased as profitable and solid business developed.

Certain general maxims have been in the mind of the manager, as follows:

First—Material is cheaper than labor.

The orders of the foreman for new type and material are immediately approved. Full series of type are ordered and fonts in sufficient number to fill the cases. The aim has been to have no more faces than would meet requirements, and of those to have a plenty. Of quads and spaces, leads and rules there never was any lack. In fact, the purpose has been to have the material at hand to set any job without picking, and not to be obliged in a busy time to take men off from composition to distribute. The labor at the press is looked after, and if type is becoming worn so that much labor is required in making ready, it is replaced with new. Also a great number of forms are kept standing—such as are likely to be used again in whole or in part, and which may require such changes as make electrotyping impracticable.

This effort to save labor is carried all through the plant. There is abundance of chases, quoins, wrenches and all tools used about the press room.

Second—Get good men and use them so they will stay.

The trouble maker and the intemperate man have no place in this shop. Many of those here have grown from boys in this place. The manager goes in and works with his men, keeps the same hours they do and seeks to make them feel secure in their employment, take a pride in the reputation of the house, and feel that so long as they take care of the business the business will take care of them.

Third—There is money to be saved in getting rid of some trade as well as money to be made by securing and keeping other trade.

This manager seeks only trade that is constant and amounts to enough to be worth while. The party who is continually looking for the cheapest place and asks quotations of half a dozen printers on every job is not catered to, nor is the transient or the man of small orders. Nor does he long to sell to those who are slow to pay.

Does all this pay, and does the balance sheet bear out the practical value of these maxims as applied to the printing business?

The results have always been satisfactory, and 10 per cent was figured off the machinery and the plates, type and material charged to expense.

To these three maxims this man attributes the success of his little business.—*The Franklin Printer, San Francisco.*

THE CONSULAR SYSTEM

There will be general agreement with the opinion of Dr. Richard D. Harlan, expressed in his article in the *Buyers' Index,* quoted in the *Sunday Times,* that the Consular system of the United States should be separated altogether from partisan political influences and the idea of patronage. The *Times* has labored earnestly to this end. The young Consular officer should, indeed, be able to look forward to a career, such as that of the army and navy, and he should have the opportunity of educating himself especially for Consular work. We have already commended the establishment of the College of Political Sciences of the George Washington University, the claims of which as a school for Consuls Dr. Harlan is promoting. His plan for the establishment of State scholarships in this school deserves serious consideration.

President Roosevelt and Secretary Root have done all they could, in face of the combined hostility and indifference of the Congressional majority, to improve the Consular system and establish it on a reasonable basis. But Congress should be compelled by the force of public opinion to enact into a law the provisions of the Executive order under which candidates for Consulships are subjected to the test of competetive examination, new appointments made only in the lower grades of the service, and vacancies in the more important posts filled by promotions for merit. Members of Congress still name candidates for Consulships, however, and these candidates are sent before the Examining Board. Dr. Harlan's idea that the service should be open to any ambitious young man is eminently sound.

With the enormous growth of our export interests the work of our Consuls has increased in importance.

Higher salaries in the upper ranks and a pension system will doubtless come to arouse public opinion to the necessity of reforming the whole system thoroughly and establish it permanently on a rational basis.—*N. Y. Times.*

COST

"That the cost question is important is a matter of record. The documents are on file in the archives of this club. Every trade paper, every printers' board of trade, every Franklin club is trying to get the printers of the country to study the question of cost and to adopt better methods and thus uplift the printing trades generally. It is a difficult task to uproot the ignorance that prevails in so many places and to get printers to see that all this discussion is meant for their uplift.

"Every good Franklin member is expected to know his costs and teach his neighbor. May the work so well begun be carried on to perfection.

"COST is the printer's worst enemy save one—*ignorance of cost.* It lurks in every job, creeps out in every expenditure, entraps the unwary, is deceptive above all you can think. Look out for him. He will get you, sure.

"COST is an enemy that many are afraid to reckon with An enemy in the dark that they have read about in the *Ben Franklin Monthly* but have never got close enough to, to recognize. As elusive and as terrible as the sea-serpent and as ready to devour at any moment. Eery little while some one gets a glimpse of him, and his description strikes terror to timid souls. This enemy always fights in the dark or from behind a wall. He will not fight in the open. Like the cuttlefish, he darkens the waters around him, confuses you and gets away unharmed.

"What is the use trying to pursue him?

"The reason for keeping up the fight is that you can not conduct your business with satisfaction and security as long as the beast is allowed to run at large. Take him! Tame him! Bring him under control or he will ruin you! Are you afraid to tackle the job? Then hunt for cover. If you are an 'innocent bystander' you will get killed, sure. Get a gun and go after him. The sword you have been sticking your friends with will not count in this fight. It is not long enough to reach the vital spot.

"Stop the guerilla warfare. You cannot fight the battle single handed. Make a concerted movement. It is only when all the printers in Printerdom, under the very best generalship, make the attack, that ehe enemy will be captured and controlled.

"This club has made a good beginning. Make another call for volunteers. If you cannot get them then, try the draft. Compel them to come in. They will get hurt if they don't. Enlist the help of the supply houses. They are partly to blame for the reign of terror. Thty will join with you in putting a stop to the depredations of the cost fiend..

"The strength and location of the enemy are well known; the points of attack selected; the mines laid; and the victory assured. The officers are ready. But what about the army of invasion? There are a few sharpshooters, some squads with machine guns and some heavy guns with range finders, but the rank and file are provided with the primitive weapons of the hit-and-miss pattern—the old flintlock guesser, the muzzle of co-operation. Each one sure of his own weapon and just loader, the air gun, and the pop gun—all without the discipline as likely to hit himself as the enemy if hurried into action.

"Out of this chaos must come order, more uniformity of thought and action, modern weapons of the most approved make, and then the attack may be made effective, the enemy subdued and peace and prosperity assured to the great army of printers."—J. Beckett, before Ben Franklin Club, Chicago.

TOPICS PROPOSED BY PRESIDENT MAYES FOR THE SEATTLE CONVENTION, AUGUST 19-25

Editorial Department—The Value of the Editorial Page, Telegraph Service for Small Dailies, The Problem of the Country Correspondent, Gathering Local News for Country Dailies, The Relation between City and Country Papers, Individuality in Newspaper Work, Profitable Departments and Features, Sunday Editions for Afternoon Papers, Editing the Small Country Weekly, Opportunities in Journalism for the Young Man, The Party Paper or the Independent Paper, Profitable Recreations for Newspaper Writers.

Business Department—Figuring the Daily Expense, Keeping Tab on Classified Advertising, Handling the Circulation on a Daily, Handling the Circulation on a Weekly, The Work of the Advertising Solicitor, Meeting Fake and Graft Schemes, How to keep in the Public Eye, Value of the Building and Location to a Paper, Relative Expense to Different Departments, How to Secure and Handle Foreign Advertising, Financing the Small Country Weekly, Premiums and Voting Contests, Clubs, Pratical Economies in Business Management, Profitable Side Lines for Newspapers.

Mechanical Department—The Ideal Make-up, Money Saving Methods and Devices, Combining Newspaper and Job Printing, Economizing in Ad Composition, Distributing Work on Small Dailies, Best Results at Least Expense, Keeping Up Appearances.

The Indiana State Leased Wire Circuit, of the Associated Press, was formed at a meeting of leading Indiana newspaper men in Indianapolis, April 13. F. A. Miller, editor of the South Bend *Tribune,* was elected president and R. A. Butler, of the Marion *News-Tribune,* was chosen secretary.

The papers represented were the South Bend *Tribune,* Marion *News-Tribune,* Terre Haute *Tribune,* Terre Haute *Star,* Fort Wayne *Sentinel,* Fort Wayne *Journal-Gazette.* Evansville *Journal-News* and Evansville *Courier.* Col. Charles Diehl, of Chicago, assistant manager of the Associated Press; Mr. Beach, of Chicago, superintendent of the central division of that great news agency, and George Cook, Indianapolis, manager of the Indiana Circuit, were also present.

The meeting was held in the Claypool Hotel. It was called to order by Mr. Cook and on motion of E. A. K. Hackett, of the Fort Wayne *Sentinel,* Mr. Miller was made chairman and Mr. Butler secretary. Later they were made president and secretary of the new organization for the first year. A committee was authorized to prepare by-laws to be submitted to each member. Evansville was selected for the next place of meeting on Oct. 12th.

The association was formed for mutual benefit and to assist in increasing the efficiency of the Indiana leased wire circuit of the Associated Press, already one of the strongest circuits in the country.

A LIFE SUBSCRIBER.

House of Representatives, U. S. Congress,
Washington, D. C., Apr. 12, 1909.

Mr. B. B. Herbert, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:—I enclose my check for subscription to March 1910. Of course, you know that I am a life subscriber.

I leave tomorrow with a Congressional party for a trip to the Panama to inspect the Canal. With kind regards, I am,

Very respectfully, William A. Ashbrook.

ALASKA-YUKON-PACIFIC EXPOSITION

IT had been the intention of the editor of this paper, in harmony with a practice or plan carried out for the last twenty years, to visit Seattle, the Exposition, Tacoma and other points, in advance of the Convention of the National Editorial Association, and give the delegates a foretaste, by a description of the points and objects of interest, from personal view and observation, of the feast of sight-seeing that was in store, but this has seemed, so far, impractical and it looks as though the record of a fifth of a century were to be broken. However, the Chicago, Burlington & Quincy, the Northern Pacific, the Chicago, Milwaukee & St. Paul, and other great railroads and railway companies have issued a great amount of excellent descriptive literature, in the shape of pamphlets and folders so that no one need to be uninformed. This literature will be furnished free on application.

The Chicago, Milwaukee & St. Paul Railroad has issued an illustrated booklet of over sixty pages, entitled, "North Pacific Country," that is especially worthy of note. It is a superb specimen of illustrated work and printing, from the Northrup Matthews works of Buffalo, that will delight every admirer of "the art preservative of arts." Every lover of good printing will want a copy, on account of the artistic perfection displayed, but, besides that, it contains a great amount of very entertaining and instructive information with regard to the region and the great Exposition described.

We know that all newspaper men, who are the evangels and promoters, in this country, of what President McKinley so aptly named, "The time markers of Progress," the great industrial expositions, will be glad to read what is said, in this booklet, of the latest, that promises to be "the most beautiful of the world's fairs," as it will be the most typical and indicative of the past, present and future of the great region, where it is to be held. For this reason, with due credit and thanks to the Chicago, Milwaukee & St. Paul Railway and its genial, progressive General Passenger Agent, F. A. Miller, we reprint the same here, in place of what we hoped to write, believing that our readers will rather gain than lose by this necessary substitution:

The Alaska-Yukon-Pacific Exposition, at Seattle, from June 1 to October 16, 1909, will be ready on the opening date. This fact alone will distinguish it from previous expositions.

It is also confidently expected by the builders that this will prove to be the most beautiful of all the world's fairs. Certain it is that the surrounding country presents wonderful natural advantages, and the appearance of the grounds and buildings six months before the gates open shows a full appreciation of these advantages by the landscape artists employed.

Agricultural Building

On the slope of the Exposition grounds the highest development of landscape art is displayed.

Millions of flowers will be in bloom, their colors carefully blended into harmonious effect. The cactus dahlia, the official flower of the Exposition, will be everywhere in evidence.

The Cascades and Geyser Basin form the center of the general decorative scheme. Surrounding both of them are sunken gardens that will be rich in bloom from June 'till October.

South, in the distance, stands the highest mountain in the United States—Rainier (Mount Tacoma, if view from Tacoma)—but so outlined against the clear blue sky of the Pacific Coast as to seem much nearer. To the northeast are the Selkirk Mountains, and to the west the snow-crested heads of the Olympics make a rugged outline against the sky. Mount Baker, another magnificent peak, is plainly visible from the grounds in a northeasterly direction. In the immediae foreground are lakes Washington and Union, on the shores of which the Exposition will be held.

The Exposition monument stands in the plaza in front of the United States Government building. It will be entirely covered with gold from Alaska and the Yukon, and its splendor will be one of the features of the Exposition. It is

eighty feet high. At the base are four figures, emblematic of the Northland, the Southern Pacific Countries, the Pacific Coast, and the South Seas. The column is Corinthian, with an ornamental shaft carrying an astronomical globe showing the signs of the zodiac, and surmounted with the American eagle. About $7,000 worth of gold dust will be used to gild the monument.

Many of the States of the Union are participating in the Exposition. Several have buildings and many more will make exhibits. A number of counties in the State of Washington

View from Agricultural Palace

At the head of the Cascade Court stands a monument typifying the "Spirit of the Pacific," the sculptor having used the aboriginal races of the Pacific Coast countries as models for his central figures.

The main buildings of the Exposition are grouped around these central decorative features. They include the Agriculture, Manufactures, State Fisheries, Mines, Machinery, Fine Arts, Transportation, Foreign, Auditorium, Forestry, United States Government, Canada, Japan, Alaska, Hawaii, Philippines, and Government Fisheries.

The Exposition will stand on the grounds of the University of Washington, and seven of the buildings are of permanent construction, to revert to the University when the Exposition is over. They are the Auditorium, Fine Arts, Machinery Hall, Forestry, Washington State, Arctic Brotherhood, and Women's. In all, $605,000 has been spent in buildings that will be added to those already owned by the University.

Auditorium

Fine Arts Building

Many of the States of the Union are participating in the Exposition. Several have buildings and many more will make exhibits. A number of counties in the State of Washington will erect buildings of their own. The United States Government has five buildings, its main structure, and separate ones for Alaska, Hawaiian Islands, Philippine Islands, and Fisheries. Canada's building is one of the largest and most attractive on the grounds. The Japanese Government's building is typical of the enterprise and art of that nation.

The Foreign Exhibits Palace will house exhibits from Great Britain, France, Germany, Russia, the Netherlands, Chile, China, Colombia, Costa Rica, Ecuador, Formosa, Korea, French East Indies, German Colonies, Guatemala, Honduras, British India, Mexico, Dutch East Indies, Nicaragua, New Zealand, Panama, Peru, Siam, and Salvador.

The educational value of the Exposition will be great. If the visitor to the fair seeks information regarding Alaska

he can find out everything there is to learn about it by a few hours' study in the Alaska building. Every feature of that great north country will be exploited, from working models of the mines, that send their millions in gold to the outer country, to the little flower that lifts its head to greet the midnight sun.

Hawaii, too, and the Philippines will tell their stories. Their natives will come to give demonstrations of their handicraft.

Warships lying at anchor in Seattle's harbor, will tell the story of the Pacific. The United States navy department will have the entire Pacific fleet here during the fair; Japan will send her great war vessels, and Great Britain, Germany, China, France, Russia, and other nations that have to do with the commerce of the Pacific will have their navies represented.

A stadium has been erected to take care of the field sports. The Amateur Athletic Union contests for 1909 will be held here, and scores of the famous world's champions will participate in the events. Balloon, airship, and motor boat and automobile races will provide stirring amusement, as well as demonstrate the mechanical progress of the age. A United States life-saving station will give practical exhibitions of its work, and a submarine boat will frolic in the waters of Lake Union.

Band stands have been erected in various parts of the grounds, and famous musical organizations will soothe the tired sightseer.

The Exposition will amuse as well as instruct. What the Midway was to Chicago, the Pike to St. Louis, the Pay Streak will be to Seattle.

Any time is a good time to visit Seattle. As far as the fair itself is concerned, there will be no choice, for it will be complete from the first day, June 1st, and it will be ready for inspection any time until the close of the gates on October 16, 1909. Seattle has no extremes of climate. When the thermometer goes above eighty in summer Seattle thinks it is hot, and when it drops to thirty in the winter Seattle talks of the "cold spell."

Tickets will be good to return until October 31, 1909.

The Seattle spirit that created the fair will make it successful. When it was launched the citizens were asked to subscribe $500,000 in stock. They subscribed $650,000 in a single day. In October, 1908, when it was necessary to raise more money, Seattle people took $350,000 bonds in two days. The landscape department asked for 25,000 geranium plants, and on Saturday afternoon the people of Seattle took 40,000 to the grounds.

Following are some interesting facts about the fair:

Area, 25 acres.
Cost, $10,000,000.
Battleships in harbor.
Salmon cannery in operation.
Value of exhibits, $50,000,000.
Sub-marine boat on Lake Union.

Looking Across Geyser Basin

Uncle Sam is spending $600,000.
Washington appropriated $1,000,000.
Wonderful floral and landscape display.
First World's Fair to be ready on time.
Five double-tracked car lines to grounds.
Motor boat display on Lake Washington.
Opens June 1, closes October 16, 1909.
Amusement street is called "The Pay Streak."
Snow-capped mountains seen from grounds.
Will exploit Alaska and countries of Pacific.
United States Government has five buildings.
Principal monument covered with pure gold.
Grounds twenty minutes ride from business section.
Fourteen thousand gallons of water will flow over Cascades every minute.

Highest mountain in United States and three mountain ranges visible from grounds.

MISSOURI PRESS ASSOCIATION

A GOOD PROGRAM AND A MODEL ANNOUNCEMENT WORTHY OF IMMITATION.

Troy, Mo., April 12, 1909.

Dear Brother Editors:—The work of making a program for the meeting of the Association at Fulton, May 12 to 14, is almost completed. I have promises from the following gentlemen to give us papers on the topics named:

Mr. R. E. Douglas, of Charleston—"Type, Furniture and Material Equipment of the Country Newspaper and Job Office; its Purchase, Care and Use."

Mr. T. A. Dodge, Milan—"Machinery Equipment of the Country Newspaper and Job Office; Its Purchase, Care and Use."

Mr. A. J. Martin, Unionville—"The Circulation of the Country Weekly; How to Build and Maintain." Mr. Martin has a circulation of over 3,000 for his paper, published in one of the smaller counties of the State, and his paper should be a help to every member of our Association.

Mr. E. L. Purcell, Fredericktown, will tell us how to handle that department of our papers which helps so much to build up and hold patronage—"The Country Correspondence."

Mr. Phillip Gantz, of Macon, who handles more advertising than any other country weekly publisher in the State, will tell us all about how he makes money for himself and for his patrons out of "Home and Foreign Advertising."

Mr. Chas. L. Miller, a job printer of recognized ability in north Missouri, publisher of the Unionville *Journal,* will tell us "How to Make Money in the Job Office of the Average Country Shop."

Mr. C. W. Mulinex, of the Labelle *Star,* who has had some of the most successful contests that have been pulled off in Missouri, will give us his experience with "Contests as Circulation Builders."

Mr. Chas. Richards, of the Wentzville *Union,* will tell us "What Makes for Success in the Small Town," a topic that will interest a large number of the members of the Association, for the methods that win in the small town ought also to make money for those who are fortunately located in larger places.

Mr. Lee Shippey, well known as a writer on the Kansas City *Star,* will treat the "Grip of Fellowship," linking the good fellows on the metropolitan press with their brethern in the hamlets and towns of the good old State.

Mr. Walter Williams, known and respected by all good country editors who have met him—in and out of Missouri—will give an account of his stewardship in a talk on "This Year in the School of Journalism."

The Editorial Department and Politics as it Affects the Country Editor, are two interesting themes that will be treated by experienced thinkers and writers. The Business Department will also be handled by a good authority on that subject. Besides these set topics, at least 100 practical questions, details of these subjects will be taken up for discussion, and in which all will be urged to join.

The literary feature of the meeting will be given the evening of May 12, at which time Hon. Ewing Herbert will deliver an address before the Association which no newspaper man in Missouri should fail to hear. Mr. Herbert is the talented editor of the Brown County *World,* Hiawatha, Kan., and is one of the strongest writers and speakers in our profession.

With these practical topics on the program, treated by men who have succeeded in their sphere of usefulness, I am justified in saying that I can guarantee to every member of the Association a really profitable meeting. The pleasure of once more greeting your fellow-laborers, the social features of the gathering, the old fashioned hospitality of the city of Fulton, in the Kingdom of Callaway, need not here be mentioned.

Now, I have a few requests to make of each member of this Association:

First, Mention the meeting in your paper, and better still, also write a personal letter to all your editorial brethern in your own and adjoining counties and try to get them to attend the meeting.

Second, Sit down right now and think up five or six of the most troublesome questions that have confronted you in your experience and send them to me to be printed in my list of 100 or more for the Query Box-Help, Engine, Press, Paper, Collections, Rollers, Ink, Power, Light, any or all of the vexations so common to the average office. All will come in for a share of our time and exchange of opinions.

Third, Would you like to be appointed a delegagte to the National Editorial Association, which meets at Seattle, July 19th? I do not want to appoint any delegate unless he will positively agree to make the trip. Have no favorites in this matter and don't intend to have. Simply want to do what is best for the Association. If you would like to be a delegate, correspond with me at once.

Fraternally, H. F. Childers.

AN EASTER ISSUE OF A GROWING PAPER

The Ocala, Fla., *Evening Star,* Editor C. L. Bittinger's paper, sent out a handsome Easter numebr on April 10th, with an especially artistic and attractive cover, in colors, with chicks, Easter eggs and rabbits for border and a winged beauty as a center piece, typifying the spirit of Spring and all gladness. The liberal amount of advertising carried, showed that the patrons of the paper appreciated the efforts mad to please and instruct. One surprising statement, for a paper in a city the size of Ocala, is that all the cuts, except the first page color design, were made in the office. The editor properly indulges in a little talk about the paper as follows:

The business has been steadily growing and spreading. The machinery in the office is operated by individual electric motors, each machine having its own motor, separate and independent of the others. The advantage in this is great, especially in the saving of power, as only the motors need be run for just such machines as are used at the time.

As to the work we are doing. This comes from all over the state, more or less, in addition to a generous share of the home work. Several of our best customers are located in Jacksonville and we ship a great deal of printing to that city. We are just now doing a large quantity of work for Tampa, just as far south as Jacksonville is north of us. All up and down the road our printing goes, and the fact that we print for these same customers year after year, would indicate that they are satisfied.

The Chattanooga, N. Y., *Courier* has a new editor in the person of H. M. Doty, who succeeds . Wallace Darrow, to whom a deserved meed of praise is given. The new editor promises his best efforts to maintain the paper at its high standard and adds:

To succeed, however, he needs the continued co-operation of the paper's faithful correspondents and the support of the people in the many villages in which the paper circulates. This he earnestly solicited.

There will be no change in the policy of The Courier. It will continue to espouse the causes and projects it believes to be right and just, and for the best interests of its constituency, and to print, clearly and concisely, all the news in its territory.

LET US GET TOGETHER

A UNITED Press, working for a cause that is just and with a clear understanding, can accomplish any really needed reform, whether as to its own rights or those of the people. The way to unite is through an organization and proper representation therein. The National Editorial Association, made up of delegates who are representatives from all the States, furnishes the organization and, if not effective, it is the fault of the affiliating bodies. If each one goes off and tries to act for itself in matters that concern the printers and the press of the whole Nation, it will be found that there will be none or meager results. It will be found that the several organizations are acting at cross purposes or that each, presenting the influence or interests of the papers of only a single State, will be disregarded or beaten in detail.

It has been recently announced, that:

> The executive committee of the Minnesota Editorial association has taken up the matter of government competition with publishers and printers, especially in the stamped envelope business, with one who wields an effective influence in governmental and administrative affairs, and who emphatically indorses the views expressed by our own and other state publishers' associations. Further, he has promised to use his position in exerting an influence towards stopping the government competition with the press and printers of the country. It will not be feasible to perform this task at the present short session of the congress, but it will be energetically taken up at the December session.
>
> In the interim the executive committee requests every publisher in the state of Minnesota to send to the chairman of the committee, C. C. Whitney, at Marshall, clippings from their papers of any comments upon this subject, that may have been heretofore or may be hereafter published. Attach to the clippings the sub-heading and date of the paper from which taken. Do not send marked copies of the paper, as the same are liable to miscarriage or of being overlooked. Any matter pertaining to this subject, from any source, will be gladly received.

The Buckeye State Press Association of Ohio, another strong and representative body of a single State, is undertaking the accomplishment of the same objects as are other organizations of both publishers and printers. Why not send strong delegations of representative men, as far as practical members of Executive Committee of the different associations, to the Convention at Seattle on July 19th, and let there be an interchange of views and plans and then united, concerted action, along well defined lines? This was done in the matter of second class postal matters and millions of dollars, in the aggregate, saved to the press of the whole country, through the preventing of adverse action and the securing of just legislation, besides, the stigma that had been put on the newspapers of the country, through ignorance, prejudice and a mistaken zeal, by officials, was entirely removed and newspapers were placed in the true light as faithful servitors of the people who constitute the Government, instead of being branded as subsidized menials, enjoying special privileges. In united action there is strength as "in a multitude of counselors is safety."

For more than a quarter of a century, separate organizations have been striving to accomplish these very reforms. Why not get together?

Not only should all State and District organizations of the newspaper press be represented at the coming convention of the National Editorial Association, but the Federation of Trade Press Associations in the United States, the American Newspaper Publishers' Association, the United Typothetæ of America, the Ben Franklin Clubs, the Agricultural Press, and all other national organizations of publishers or printers. All these should be invited to send fraternal delegates to co-operate in this work and present their views and plans.

Mr. R. L. Blagg, of the Springfield, Ohio, *Farm News,* very sensibly said, in an address before the Buckeye Press Association:

> The press when united can accomplish almost anything. It makes or breaks politicians; carries or defeats legislative measures; advances or retards the progress of any movement. The policies of the seekers for popular approval are the policies of the press.
>
> Oftentimes, the press of the entire country and every section or class of the press is united in defense of the rights of the people, the integrity of the national honor or the support of some moral movement and success is invariably the result.
>
> However, when it comes to work for its own benefit and advancement, or the protection of its own interests, the difficulty is that the different branches of the press are never united.
>
> Lack of knowledge of each other's plans, purposes and mission; mutual suspicion and distrust; jealousy (without cause); rivalry (where there should be co-operation), and general selfishness, and, I had almost said, cussedness, disorganizes the forces so that the army as a whole is an easy prey to it enemies and despoilers.

The American Newspaper Publishers' Association has heretofore consulted and acted with the National Editorial Association and was represented on the program at the St. Paul Convention last year, in two important addresses.

The reform of the libel laws of the different states, set in motion at the meeting of the National Editorial Association at Cincinnati in 1886, and given more definite form by the Convention at Denver in 1887, has resulted in needed amendments to the then existing laws in many states, to the saving of hundreds of thousands of dollars to the newspapers. The agitation and clear discussions of the rights of the press in the National Editorial Association, taken up and carried forward by other organizations and by the press generally, has led to a clearer understanding and has acted as deterrent to unjust and inconsistent libel legislation and has prevented much litigation that formerly was so prevalent, vexatious and expensive even where verdicts were obtained favorable to newspapers. There are very few lawyers or shysters today that find it either wise or profitable to stir up libel suits

in order to blackmail newspapers out of money through settlements, to save costs and attorney's fees.

Co-operation and a general understanding throughout the country brought about through the National Editorial Association and its official paper, the National Printer-Journalist, have worked great reforms as to advertising rates and nearly eliminated cut-throat methods of advertising agencies and patent medicine advertisers.

In all this work, since its organization as an outgrowth of plans proposed at the annual convention, in Cincinnati, of the National Editorial Association in 1886, the American Newspaper Publishers' Association has largely co-operated. In the great work of needed legislation to prevent the extortions of paper trusts and a proper regulation of tariff rates to prevent monopoly, the last named association has taken a leading part, but has, all along, asked, received and recognized the aid of the National Editorial Association.

This friendly co-operation should be continued and strengthened.

The American Newspaper Publishers' Association held an important convention in New York, commencing Monday, April 19th, and the following from the published proceedings will show how closely the subjects considered are related to the interests of all newspaper-makers, and should have consideration in a body that represents publishers of every portion of every State in the Union.

In speaking of the proposed law relating to holding publishers responsible for the truthfulness and honesty of advertisements, discussed elsewhere in this issue, L. B. Palmer, General Manager of the Association, said:

"What we object to is what might be called fool legislation. We object to legislation of the sort typified by a bill introduced in the house of representatives holding the newspaper publsiher responsible for all the statements made in an advertisement. How is the publisher to know that a bottle contains seven ounces or that a removal sale is a genuine removal sale? Legislation or attempted legislation of this character is of no good to anybody."

On the subject of the tariff schedules on paper and pulp, and the investigations that come from the action of the Association, backed by the N. E. A. Convention at St. Paul, as the result of a paper presented by Don C. Seitz, and discussions thereon, the following resolutions were adopted:

The investigation made by the select committee of the house of representatives covering a period of ten months and surpassing in thoroughness any trade inquiry ever attempted in tariff history has shown that American paper mills actually make paper cheaper than the most modern Canadian mill, and therefore any import duty on print paper is in the nature of a concession to the American mills.

We are informed that the paper manufacturers are trying to induce the senate to raise the rate of duty fixed by the Payne bill. The success of such an effort would prevent the possibility of an arrangement with Canada, which arrangement the select committee deemed of utmost importance in order that we might continue to obtain from that country the considerable supply of pulp wood now used by American mills in news print paper manufacture.

The well matured and unanimous recommendations of the select committee, composed of representatives of both political parties, have safeguarded the interests of the papermakers and consumers against the possibility of hostile action by Canada. We protest against any procedure which will ignore the work and results of the house committee's investigation and which by provoking a trade war and stopping the exportation of wood pulp from Canada may bring great loss to American newspapers and destruction to American forests.

For a period of years the American newspapers have been the victims of paper combinations, mergers, corners, discriminations and secrecy in paper quotations. The failure of the papermakers to employ technical skill in the operation of their plants has increased the burdens of consumers. We want to put an end to these abuses by broadening the market and by stopping schemes such as that planned in the creation of the International Paper company, which aimed to destroy competition and to give value to a collection of antiquated mills by bringing them under one control with 7,000 square miles of timber land and undeveloped water power to the extent of 194,000 horsepower. We object to these gigantic speculations at our expense.

Every obligation which the papermaker owes to the government as a tariff beneficiary has been violated. Newspapers have been forced to bear the burden of frequent fluctuations and artificial stimulations of paper prices. The publishers ask fair treatment.

The following pronouncement was made regarding to subject of consolidation of libel suits that was presented at the St. Paul Convention in a communication from a representative of the American newspaper Publishers' Association:

Publishers do not ask for special privileges, and will not accept exemption from prosecution for offenses that they may commit, but they do protest against any effort that would deprive them, in effect, of their Constitutional rights and would subject them to unusual and extraordinary hardships and methods of defense.

If newspaper publishers may be tried for alleged libel in each and every community where one or more copies of their publications may have been circulated, defense becomes an endless and unbearable burden, involving not only the freedom, but the existence of the press.

All these indicate that all newspaper publishers of the whole country should get together for the good of each and all, and keep together. Let no one, through a mistaken ambition for the honor of working reforms, unaided, or through any spirit of jealousy as to other organizations, hold aloof. What will benefit the daily will benefit the weekly newspapers, the farm papers, the technical or trade papers and the magazines.

Periodical publications, whether news, agricultural, industrial, commercial, literary, scientific, dailies, semi-weeklies, weeklies, monthlies or quarterlies, have most things, as regards their business and their rights, in common, and pulling apart will eventually result in injury to each, while intelligent, united, fraternal, co-operative action along well matured plans, founded

principles and methods, will secure the rights of all and each and help to deserved influence, standing, profit and success. Let us get together.

The discussion of the following topics considered at the A. N. P. A., would be found profitable for our N. E. A. readers:

Under the head of advertising the following topics were brought up:

What is the best method of stimulating the reading of advertisements?

What should be the attitude of newspapers toward outdoor display, street cars, etc., both theoretically and practically?

Window displays arranged by Grand Island, Nebraska, merchants in honor of the convention of the Nebraska Press Association in that city—, Prizes were offered for best displays—The displays were interesting and served constantly to remind the editors that they were welcome and their presence fully recognized and appreciated.

What attitude should be taken toward an advertising agency when it refuses payment for advertising unless copies of all issues of each day are sent?

What is the proper definition of "full position?"

Is an advertising agent justified in ordering maximum space in order that he may secure minimum rates when he knows that he will actually use less space? If not, how shall he meet such competition?

Recent objectional legislation affecting newspapers. The new medical advertising law in Minnesota.

What publications have in operation an old-age pension plan, or have a profit-sharing arrangement with employees.

MISCELLANEOUS TOPICS.

In regard to objectional legislation, many of the publishers approved the new law in Minnesota prohibiting the newspaper to print certain kinds of medical advertisements, but great objections were raised to the proposed law in Missouri, drafted by some physicians of that State, prohibiting the publication of patent medicine ads. In other cases they thought the Legislatures of certain States were going entirely too far and were intruding on the freedom of the press.

PAPER COMMITTEE'S REPORT.

Thursday morning was taken up by the reading of the report of the paper committee, which was in part as follows:

The committee on paper reports progress in the effort to reduce the import duties on pulp and paper. The select committee of the House of Representatives, appointed in April, 1908, to investigate the pulp and paper industry, unanimously recommended: That mechanically ground wood be placed on the free list; that the import duty on news print paper costing less than 2¼ cents per pound be reduced from $6 per ton to $2 per ton; that the import duty on news print paper costing more than 2¼ cents per pound and not more than 2½ cents per pound be fixed at $4 per ton.

These recommendations were made with a proviso that they should apply to any country, province or dependency which should not forbid or restrict or tax the exports of pulp wood, ground wood or print paper.

The ways and means committee confirmed these recommendations, the House of Representatives passed them and they are now in abeyance in the Senate committee on finance.

As a result of information furnished to the authorities by the ocmmittee on paper, the fiber and manila pool was

broken. The work of that organization materially affected the price of news print paper. The Sulphite Pulp Association which also influenced news print paper prices changed its form of organization in December, 1908, to avoid action by the Federal authorities.

The Illinois Press Association is to be entertained at the Ottawa Tent Colony on June 17th, as we learn from *The Bug Times,* a paper published in the interest of this Colony, that is organized to make war on tuberculosis. The paper treats the conflict in a highly humorous vein, but gets in a good deal that is informing, all the same. The cartoons are racy, and at times, a little horrifying, when depicting the million times magnified—in size not in numbers—T. B. Army of bugs making inroads upon the battlefield of the human lungs, from unventilated rooms, feather dusters, spittons and other native regions of the T. B. Army.

* * *

The *Commonwealth,* of Greenwood, Mississippi, that bears, under its head, the motto, "Be just and fear not," issued a handsome Easter number on April 2nd, that showed the reviving spirit of the Spring-time in its advertising, illustrations and reading matter. It is worth while for newspapers ever to remember the days of gladness and good cheer. The editor properly said, and with good occasion for congratulation:

Our Easter Edition is all we claimed for it—one of the neatest and prettiest ever sent out by a Greenwood newspaper. The advertising patronage given it by several of our leading merchants is all that we could conveniently handle with our limited office force, hence no special effort was made to get others to take advantage of its advertising columns. The cover pages are the very best work of the artist's skill, and we are confident the public will agree with us that it would be a difficult task to excel the design or appropriateness. The *Commonwealth* always gives its patrons the best of everything to be had—hence this beautiful Easter cover page adorns the paper today. The paper is printed nine days prior to Easter Sunday—which is on April 11th—in order that our merchants may get more benefit from their advertisements.

The paper was artistically gotten up, the advertising composition was first-class and the printing was clear and perfect on the cleanest of white paper of excellent quality and must have carried brightness, joy and hope to every home that it reached.

* * *

The Cadillac, Michigan, *Evening News,* published a "Publicity Section" in connection with its regular issue of April 7th. It was printed on hard-finished book paper of excellent quality and profusely illustrated with halftones, giving exterior and interior views of Mercy Hospital and of public buildings, schools, mills, factories, private residences and farm views. The paper has named Sadillac "The City of Quality," and shows, by the reading matter and these numerous, fine illustrations, that the name is well chosen and fully deserved.

The facts that enter into the making of "Greater Cadillac" are given in two ruled squares on either side of a page of illustrations. In the center of each square is a seal consisting of a bee-hive surrounded by the words, "Cadillac, the City of Quality." In the one square are the words, "A City of Beautiful Homes, Substantial Business Buildings, Splendid and Well Paved Thoroughfares; Notable Enterprise—Inexhaustable Opportunities; Natural Facilities Unequaled; A Typical Abiding Place Amid Scenic Splendors." In the other square are the words: "Manifold Agricultural Advantages and Opportunities; Busy, Beautiful, Progressive Cadillac; Great Mills and Factories; Diversity of Contiguous Timber Resources; Prosperous Business Institutions."

It is a pretty effetcive method of making a city's good qualities strikingly prominent and those enumerated are of a nature to deserve all possible publicity.

* * *

The Easter Edition of the Belleville, Kansas, *Telescope* devoted large space, in its Easter edition to the Belleville Chautauqua, as well as to Easter illustrations, stories and poems.

* * *

Hillsdale's, (Michigan), first daily, the *Daily Standard Herald,* made its bow to the public on April 5th. Its motto is "Hustle for Hillsdale." The paper starts with eight, seven-column pages, in two four-page sections and presents a most attractive appearance. It is worthy of the beautiful city it seeks to represent, both in matter and in mechanical make-up and execution. The publisher makes the gratifying announcement:

We must acknowledge at the outset that, while we considered Hillsdale merchants thoroughly up-to-date, they have demonstrated an enterprising character beyond our expectations, and have nearly swamped the shop the first issue. We are unable to fully express our appreciation of their interest.

In giving the cause of the daily that represents a combination of the two local weeklies, the names of each being retained in the title or heading—the editor says:

This is an age of progress, a time of development, a day of advancement. With the development of the free rural route delivery of the mails to the farming community every day, practically every home in the country has its daily paper. With the advent of the telephone, the automobile, the electric trolly, the wireless telegraph and the flying machine, there has come a great change in the every day lives of the people. With this rapid advance in other lines the weekly local paper in a city the size of Hillsdale has become entirely too slow to meet the needs of either the readers or advertisers.

* * *

The *Democrat* of Dearborn, Platte County, Mo., issued a "Stockman, Horesmen and Tobacco Growers Edition" on April 2-9. The issue was illustrated with halftones, among the rest, being a "Partial View of the Dearborn *Democrat* Printery."

ATTACKS ON FELLOW MEMBERS OF THE NEWSPAPER FRATERNITY

After laying the foundation for the same, by relating an incident, bearing on the subject, that is local to Wisconsin and need not be given here, the Milwaukee *Journal* propounds the following question, that concerns all degenerate or unregenerate newspaper editors or makers:

"Why does the average newspaper man never fail of an opportunity to make a personal attack on a fellow worker and do all in his power to render him and his calling contemptible in the eyes of the public at large?"

To this question, Editor Ed. L. Luckow makes the following editorial reply in his paper, the Sauk County *Democrat* of Baraboo, Wisconsin, that we believe will not be found without profit to other newspaper workers, notwithstanding the advances made in the last few years in newspaper ethics along the lines of professional pride, feeling and courtesy and a long-needed esprit de corps in this calling:

After reading the above we feel that we are permitted to "butt in" with some sort of an opinion, although we are quite convinced that the real question cannot be answered satisfactorily. It has always been a mystery to us why a person will go the limit in trying to injure his neighbor simply because he differs with him on political or other questions.

In our humble way we have endeavored to spread the gospel among our colleagues, and offer as evidence the following extract from the published report of the annual meeting of the Wisconsin Press association held at Milwaukee in March, 1902:

In referring to the membership we said that certain cities were represented by only one newspaper, while there are two or more papers published in the place, and might perhaps be traced to a little ill feeling between those who are engaged in the calling in the same town. For a publisher to feel that he will not be numbered with an organization because his competitor is connected with it, is wrong. The very fact that they can meet in convention with brother publishers will be of benefit, as it may bring about friendly relations where they did not exist before. Why bear a feeling of hatred toward your neighbor simply because he happens to be engaged in the same line of work, when perhaps he is entitled to your sympathy? Nothing can be gained by abusing your "esteemed contemporary." Did you ever gain anything by heaping abuse upon your neighbor? No. Did you ever profit by doing work for less than a living rate simply to prevent the "other fellow" from getting the work? No. Then no good reason can be given for pursuing such methods. Editors can and must enter into discussions, but they should be carried on in such a way that the readers will not become disgusted, and that the writers can be on friendly terms. Don't endeavor to convince the public that newspaper people are the worst persons on earth, for in your own heart you feel that they are not. While your neighbor may have faults, just bear in mind that you, too, are not infallible. So instead of endeavoring to keep your brother down, try and lend a helping hand. You will feel better for doing so and in the end you will also help yourself. If your competitor performs a kind act, if he does something for the advancement of the people of the town in which you live, if he improves his paper or his plant, do not be afraid to speak of these occurrences in your paper, as your motive in maintaining silence on such occasions would no doubt be understood by the people. Do something for your neighbor and he may show appreciation at some future time, and even if he does not, you will feel better in the end for having done something to help him. It is the aim of this association to bring about such results—to promote the interests of the press, to cultivate friendly relations and a spirit of fraternal regard. By these gatherings publishers are brought together; they exchange views, methods and experiences; they cultivate sociability, grow broader, and go home with the mind and body in better condition to conduct the daily work.

Lake Washington with the Cascade Mountains in the distance—Seattle, Wash.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS—International News Company, Breams Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C.; G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER-JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, MAY, 1909

The many special Lincoln Centennial issues and the large space given in nearly all newspapers throughout the whole country, North and South, East and West, show how deeply the character of the Great American appeals to the press of this country, and how firm a hold his life of honest worth, patriotism and sincere endeavor has come to have upon the American people in all sections of this firmly reunited Republic.

* * *

We republish in this issue an editorial from *Leslie's Weekly* by Editor John A. Sleicher that deserves the attention of newspaper publishers. It is in favor of an act to prevent the nuisance of billboard advertising. The people of this country have some rights in this regard that ought to be protected. The defacing of streets, natural scenery and every available space at elevated, and subway street railway stations, with flaunting posters, is an offence to the public. Our street railways are granted charters for the specific purpose of transporting passengers and freight as common carriers and have no right to go into the advertising business to the annoyance and discomfort of their patrons. Newspaper, periodical and magazine publishers, whose business it is to furnish information to the people in shape of news and legitimate advertising, have not only the well-being and comfort of the public to subserve but also have large money interests at stake. Editor Sleicher writes, in a letter to the editor of this paper: "I doubt if we have any idea of the amount of legitimate advertising that is diverted from us by the billboards and the diversion is constantly increasing." A good deal of this billboard advertising is not only a nuisance, an offense against good taste, but is a fraud upon both the advertisers and the public. It needs to be put under control, limited and in a large measure abated.

* * *

A Government for and by the whole people, through their representatives, is a very simple affair. In its administration there is need of no great amount of promotion, but only wide publicity to show that work is being honestly done. Its principle requirements are honesty and a clear understanding that what is to be done is for all the people, for the entire Nation, instead of for individuals, interests, corporations, sections, states or boroughs. Cities, counties, Congressional Districts and States now have representation, but who represents the Nation? The people pay dearly for all special privileges secured for the benefit of the different subdivisions, at the cost of the whole country. Narrow representation and special grants secured thereby are at the base of corruption, trading of votes to secure special favors as bribes to the different communities, with no thought as to the cost to all the people. The question should be not as to whether a grant is good for a certain city or Congressional District, but whether it is good for the country at large.

* * *

As an evidence of the prosperity of the rural papers of Iowa, it is to be noted that the senior editor of the Red Oak *Sun*, Mr. Wm. Boll, and members of his family, are making a tour of Europe, "going to Switzerland by way of Italy, visiting also Austria, France, Holland and England, probably returning by way of Canada and visiting Quebec and Montreal," being absent three months. Yet some of our editors seem to think that there is a great burden in the planned trip of the National Editorial Association to Seattle to attend, and take part in, an important convention of representative members of their life calling, seeing all the beauties and instructive exhibits of the great Alaska-Yukon-Pacific Exposition, and enjoying the grandeur and greater wonders of the Pacific Coast and of Alaska and the enchanting islands. The Exposition will be an education beyond all that can be obtained by traversing all Europe and it will be an American education, showing all the products, resources and opportunities of a region on which the future advancement and increase in wealth of the United States must largely depend. When Rome was the Imperial City of the whole world, in all its power, wealth and achitectural glory on its seven hills, it used to be said: "See Rome and die." Rome had attained all its grandeur and, as time has revealed, was ready for an early death or a decay that amounted

to the same thing. The Pacific Coast, with its stalwart young cities, is only entering upon the fullness of life and possibilities, so we say: "See the Pacific Coast, the Alaska-Yukon-Pacific Exposition, that will give some idea of the resources of the richest region of earth, visit Alaska and the islands of the sea in their unique sublimity of scenery, and then live." No one can realize what American life is, how grand it is to be an American without this view and the sensations and experiences it will bring.

* * *

The Boston *Herald*, that splendid, ideal newspaper of the city of culture, of the birthplace of American liberty, of American literature and of common school and higher education, announces in its issue of April 19th, another world's fair. It is to be held in 1920, in celebration of the three hundredth anniversary of the Landing of the Pilgrims and the Founding of New England. It is certainly very appropriate that an event frought with such stupendous results should be remembered and honored by all the people of America and of the world, for that matter, for there is none among all the peoples but that have reaped vast benefits and untold blessings from the achievements of the new Nation on this great Western Continent. As the *Herald* states, it is now New England's turn for a great Exposition. All other sections of the country have been honored. New England people and New England editors should cross the Continent this year and view the great show at Seattle and all the vast country, with its millions of people, mighty cities, vast agricultural, transportation, and industrial enterprises and development to be seen on the way, in order fully to understand the extent and grandeur of the possibilities and the needs for boundless provision to make its centennial worthy of the mighty commonwealths that have grown from the early planting. The editors of New England should attend the Convention of the National Editorial Association and come in contact with representatives of the press from every State of the Union, and enthuse them with ideas as to the grandeur and importance of this undertaking by the people of New England, whose sons and daughters are to be found wherever floats the Stars and Stripes. To make the Exposition as grand and complete in representative character, in extent and completeness, as the occasion deserves, and will demand, the faithful, earnest work and powerful influence of every newspaper of America will be found most useful, if not absolutely essential. Eleven years is none too long a time to secure the coo-peration of the whole people of this vast land and every section thereof.

* * *

It now appears that with few exceptions the writers of American plays are graduates of newspaper offices. This is probably owing to the fact that no other calling brings one into so close touch with all sides of human life, the sad and the gay, the earnest and the dilitant, the rich and the poor, the successful and the failure, the purposeful and the purposeless, the canting hypocrite and the honest Christian, the opimist and the pessimist, the liar and the truthful, the ignorant and the learned, the proud and the humble, the thorough-going business man and the careless, slothful drone, the wicked and the righteous, the upright, conscientious professional man, and the unconsciousable shyster, the politican and the statesman, with men, women and youth of all degrees, characters and aspirations. In reaching out and treating of news there is always found enough of the incongruous, the errant, the humorous, the novel, the unexpected, the pathetic, the dramatic, to furnish all the requisites for a farce, a comedy, a tragedy or a melodrama, every day of the year. It is an excellent school in which to study all the characteristics, all the strength and frailty of human nature.

* * *

Many editors have the satisfaction of witnessing the fruitage of their work, though the honor of what they have suggested and planned may be claimed by and given to others. Instances of this kind will be found in the article published elsewhere in this issue, in regard to the *Press* of Christ Church, New Zealand. Many of the very beneficial measures for the advancement of education and material interests of that new land became accomplished facts though it had been forgotten to whom the first honor belonged. However, to the man who has faith in his work, peace comes through faithful performance, even though the victory, or the complete accomplishment of the ends had in view, is not realized during his lifetime.

"THE BEST."

WILLIAM C. EASTWOOD, PRACTICAL PRINTER.

PIPER CITY, ILL., March 30, 1909.

The National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I take pleasure in sending you $1 on account. Please give me credit. Your paper is the best of the kind I have ever seen, and would hate to be without it.

Yours very truly,

WM. E. EASTWOOD.

"PRICE SIZED UP ALONGSIDE OF BENEFITS."

THE OGLE COUNTY REPUBLICAN.

OREGON, ILL., April 5, 1909.

The National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed please find draft for $2, for which extend the date of our subscription to the NATIONAL PRINTER-JOURNALIST.

We read the PRINTER-JOURNALIST with a great deal of interest each month, and have found that the price of subscription from year to year is lost when sized up alongside of the benefits received.

Wishing you continued success with your publication, we beg to remain,

Yours very truly,

LANDERS & SON.

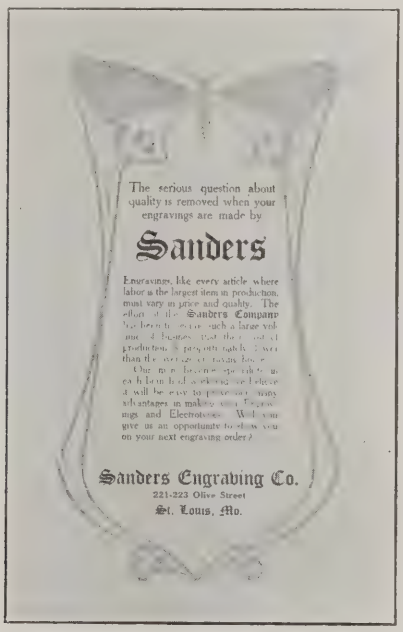
REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

GET in line for that letterhead contest. This department for the May number is being written before the April issue is fairly out to the readers, so that it is too soon to have heard any of you say anything about the contest. But it is a foregone conclusion that it will be well received and entered into heartily. The prizes are certainly worth working for.

As stated last month, the "copy" is not fictitious, but is furnished by a Chicago publisher who actually wants to place an order for letter heads, and has asked us to secure for him something in the way of a printed head that will be hard to surpass. I know that there are among the readers of this department several men


The serious question about quality is removed when your engravings are made by
Sanders
Sanders Engraving Co.
221-223 Olive Street
St. Louis, Mo.

An effective combination of type and engraving

who can come pretty close to the mark, and if they all get into the race it will be a veritable battle of giants.

The following are the specifications governing the contest, as published last month:

1. *Classes.* Class 1 will be composed of those who have ever taken prizes in *any* printing contest.

Class 2 will be composed of those who have never taken a prize in any contest.

2. *Copy.* The copy is as follows, to be set for an ordinary letter head, 8½ x 11 inches:

> The Cement Era. Devoted to cement, concrete and related machinery. Office of publication, 842 Monadnock Block, Chicago, Ill. Eastern office, 42 Broadway, New York, N. Y. Chicago,

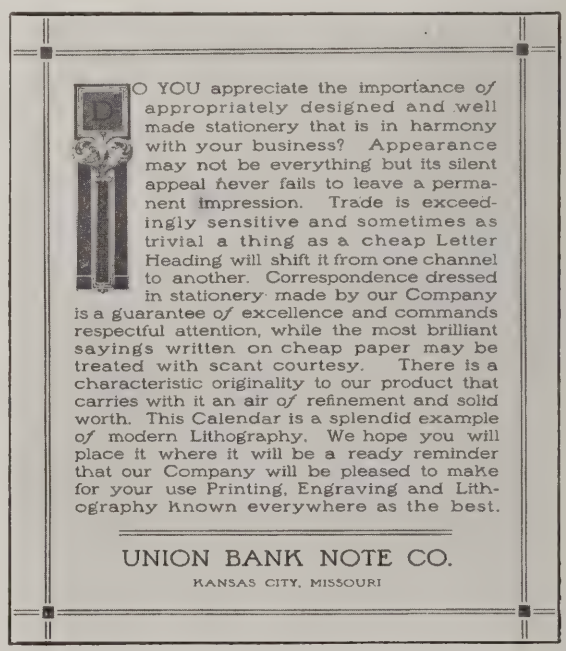
3. *Stock.* The stock must be a white 20-pound bond of any suitable texture. The quality and texture of the stock will be taken into consideration in making the awards.

4. *Ink.* The ink must be in black and one other color.

5. *Specimens submitted.* Each contestant must submit five perfect press proofs of the completed job, and two press proofs of each color. These must be accompanied by a sealed envelope containing the name and address of the contestant. If in Class 1, the contestant must also state what former prizes he has won; if in Class 2, he must state positively that he has never before won a prize. This envelope must have on the outside the words, "Class 1," or "Class 2," according to which class the contestant is in. The envelope and specimens must be sent in one package, under letter postage, securely wrapped, to "E. S. Hanson, 925 Linden Avenue, Wilmette, Ill., Letter Head contest," and must reach me not later than May 31, 1909. Each contestant may submit as many different specimens as he desires, but each lot must be sent separately and must be accompanied by the envelope containing information as noted above. The competition is open to all.

6. *Judges.* The judges of the contest will be the officers of the Cement Era Publishing Company.

7. *Prizes.* The first prize for Class 1 will be an order for five thousand of the letter heads at a price of $25.00, and $5.00 cash to the compositor. The first prize for Class 2 will be a copy of the Graphic Arts


DO YOU appreciate the importance of appropriately designed and well made stationery that is in harmony with your business? Appearance may not be everything but its silent appeal never fails to leave a permanent impression. Trade is exceedingly sensitive and sometimes as trivial a thing as a cheap Letter Heading will shift it from one channel to another. Correspondence dressed in stationery made by our Company is a guarantee of excellence and commands respectful attention, while the most brilliant sayings written on cheap paper may be treated with scant courtesy. There is a characteristic originality to our product that carries with it an air of refinement and solid worth. This Calendar is a splendid example of modern Lithography. We hope you will place it where it will be a ready reminder that our Company will be pleased to make for your use Printing, Engraving and Lithography known everywhere as the best.
UNION BANK NOTE CO.
KANSAS CITY, MISSOURI

Good Sense and Good Printing

and Crafts Year Book for 1909, which is a valuable part of the education of any man connected with the craft, and $2.00 in cash.

Two other prizes of a year's subscription to the NATIONAL PRINTER-JOURNALIST will also be given in each class, together with honorable mention of any specimens in either class which may merit it.

A copy of the *Walsh County Record*, Grafton, North Dakota, has by mistake come to my desk instead of Mr. Copper's; but as criticism is invited merely on one advertisement, and not on the paper as a whole, I shall try to do it justice. The advertisement is a full page, and is shown herewith. An advertisement of this size is a job of no small magnitude to be tackled in an office of the smaller class, but it has here been well handled. The compositor noted at the outset the probability of running out of sorts for the display figures, and he wisely planned beforehand so that the use of figures might be symmetrical, even though not uniform. The

The Chicago Dep't Store

Great Exposition Sale

$16.50

$25.00

$4.50

$8.50

GROCERY DEPARTMENT

SHOE DEPARTMENT

PARIS MODELS OF WOMEN'S LINGERIE WAISTS

WOMEN'S TAILORED WAISTS

CHILDREN'S WASH DRESSES

LADIES' FINE SHOES

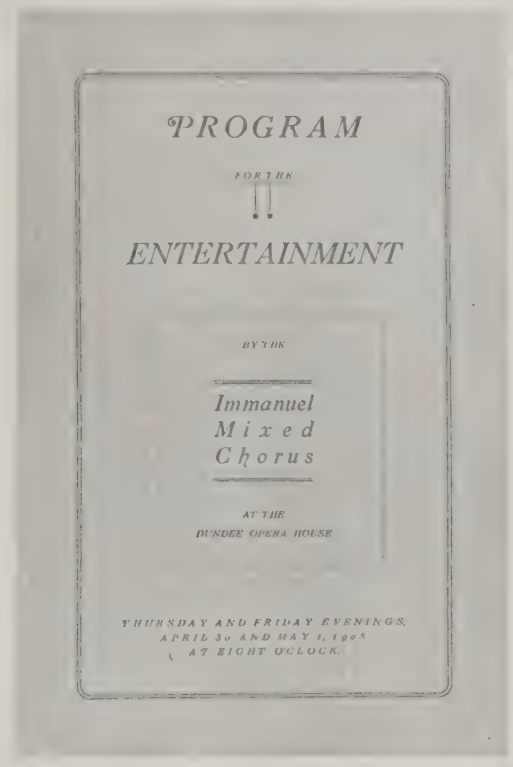
whole advertisement is characterized by perfect symmetry. The two halves of the page are almost exact counterparts of each other. This is all right for occasional use, but for the most part I should prefer to see this symmetry slightly broken. The advertisement is on the whole, an excellent piece of work.

Max H. Ninman, Sauk City, Wis.—The first page of your folder is scarcely strong enough. The line "Buerki's Spring Opening," should be much stronger, and could well be made so, as the body matter on the page has been leaded out too much in order to make it fill. You of course had the large cut to contend with; but, if the customer would allow, it could have been set:

SPRING OPENING AT BUERKI'S.
SPRING OPENING AT BUERKI'S.

The matter on the other pages is well arranged but would have been materially helped by more up-to-date faces for display.

From the office of *The Dundee Hawkeye*, Dundee, Ill., comes a bunch of specimens which give signs of developing genius. I notice on two or three of the jobs a tendency to use round corners where square ones would suit the general design better, such as the cover page here shown. I think your letter head is spread over too much space. It might be reduced in depth


PROGRAM

FOR THE

ENTERTAINMENT

BY THE

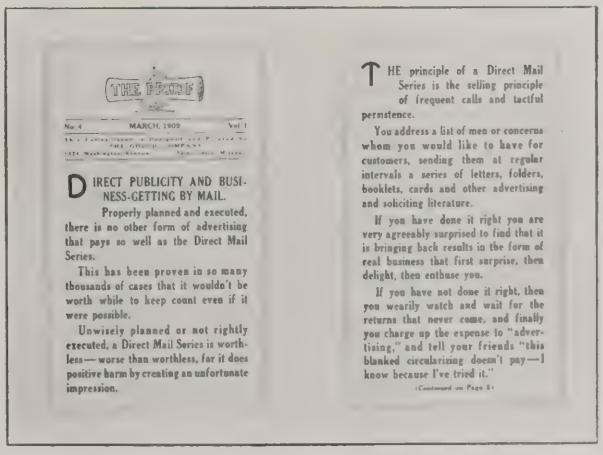
Immanuel
Mixed
Chorus

AT THE
DUNDEE OPERA HOUSE

THURSDAY AND FRIDAY EVENINGS,
APRIL 30 AND MAY 1, 1909
AT EIGHT O'CLOCK.

at least two picas. Then instead of the complicated panels at the ends, representing ornamental posts, I should use plain rectangular panels. They will fit better into the general plan, and will give more prominence to the "H" at the top.

"The Proof" is a neat and sprightly house organ of the Gould Company, St. Louis. It is not only attrac-


THE PROOF

No. 4 MARCH, 1909 Vol. 1

DIRECT PUBLICITY AND BUSINESS-GETTING BY MAIL.

Properly planned and executed, there is no other form of advertising that pays so well as the Direct Mail Series.

This has been proven in so many thousands of cases that it wouldn't be worth while to keep count even if it were possible.

Unwisely planned or not rightly executed, a Direct Mail Series is worthless—worse than worthless, for it does positive harm by creating an unfortunate impression.

THE principle of a Direct Mail Series is the selling principle of frequent calls and tactful persistence.

You address a list of men or concerns whom you would like to have for customers, sending them at regular intervals a series of letters, folders, booklets, cards and other advertising and soliciting literature.

If you have done it right you are very agreeably surprised to find that it is bringing back results in the form of real business that first surprise, then delight, then enthuse you.

If you have not done it right, then you wearily watch and wait for the returns that never come, and finally you charge up the expense to "advertising," and tell your friends "this blanked circularizing doesn't pay—I know because I've tried it."

(Continued on Page 8)

tively printed, but is a happy combination of sense and nonsense which insists upon being read.

The twenty-fifth anniversary of Dietrick Lamade as superintendent of the Grit Publishing Company, Williamsport, Pa., was celebrated March 17th with a complimentary dinner given by his fellow employes. If the event was as handsome and elaborate as the printed souvenir, it must hve been very elaborate indeed. It is a booklet of twenty-four pages, on heavy Strath-

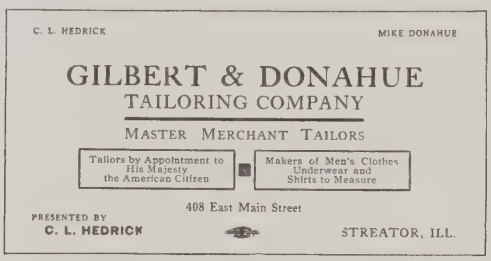
more stock, printed on one side only, with heading embossed in gold, and various appropriate halftone illustrations tipped on. Mr. Lamade surely has not worked in vain; for it is a noble work not only to develop an organization capable of getting out such printing, but moreover an organization glad to do honor to this quarter-century chief.

Although Wietlispach has moved, as announced on the card here shown, he appears to be doing just as good work as ever, if not more so. This card, which

Looking for Orders
¶ We desire to announce that we have removed from 506 Main Street to 408 Main Street—upstairs—over Gilbert & Donahue Tailoring Co. We have installed the best make of presses, latest type faces, etc.—everything new—and are now better prepared than ever to serve you with printing of the better kind, and solicit your orders for anything you may need in our line. ¶ It would please us to have you visit us—you are welcome at any time.
THE KEYSTONE PRESS
L. WIETLISPACH, Proprietor
Leaders in Fashions of Printing
408 Main St., STREATOR, ILLINOIS
Our Phone Number Now Is
35
Remember the Number

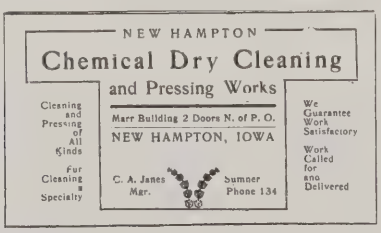
is 5½ x 9 in the original, is in a catchy combination of red and black. The border is especially well chosen for this card.

The business card shown is also in the same combination of colors, the rules and small square ornament

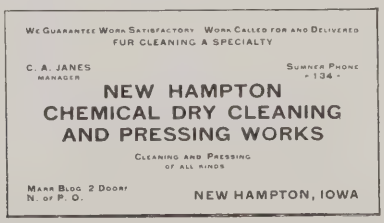


being in red, as well as the name in the lower left-hand corner.

Warren S. Dressler, Camden, N. J., sends two resettings of the card published in our March department.

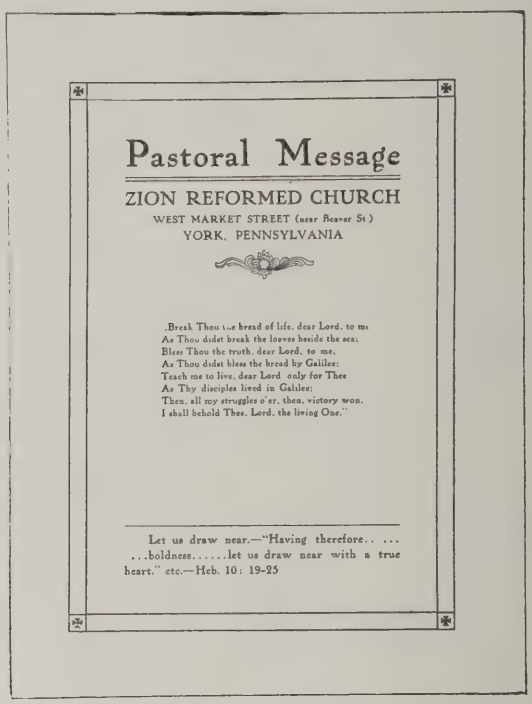

NEW HAMPTON
Chemical Dry Cleaning
and Pressing Works
Cleaning and Pressing of All Kinds
Fur Cleaning a Specialty
Marr Building 2 Doors N. of P. O.
NEW HAMPTON, IOWA
We Guarantee Work Satisfactory
Work Called for and Delivered
C. A. Janes Mgr.
Sumner Phone 134

The one with the rule design I rather like, as being coherent and harmonious, and giving the proper force

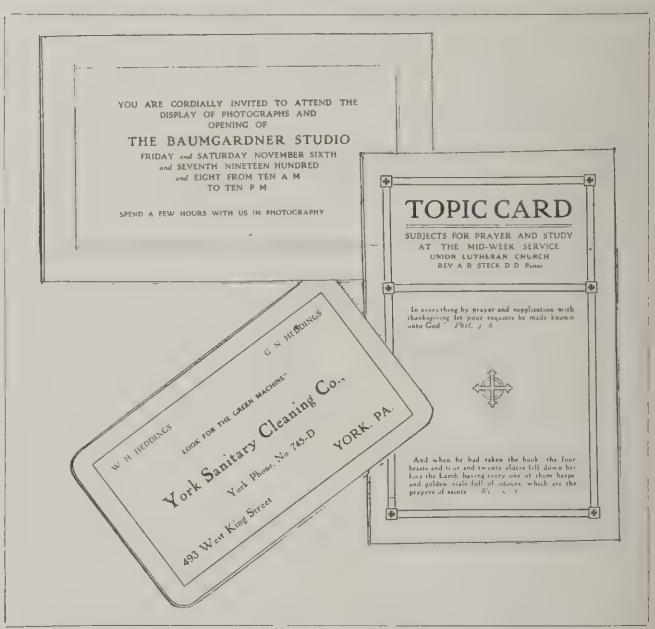


and emphasis to each part of the matter. A note head was also enclosed, which I like well enough to reproduce, but it disappeared in some way.

Trimmer Printing Company, York, Pa.—Out of a number of small program folders I have chosen this one as being, on the whole, the best, though all are quite good. I like the simple appropriateness of the


Pastoral Message
ZION REFORMED CHURCH
WEST MARKET STREET (near Beaver St.)
YORK, PENNSYLVANIA
"Break Thou the bread of life, dear Lord, to me
As Thou didst break the loaves beside the sea;
Bless Thou the truth, dear Lord, to me,
As Thou didst bless the bread by Galilee:
Teach me to live, dear Lord only for Thee
As Thy disciples lived in Galilee:
Then, all my struggles o'er, then, victory won,
I shall behold Thee, Lord, the living One."
Let us draw near.—"Having therefore.. ...
...boldness.....let us draw near with a true heart." etc.—Heb. 10: 19-25

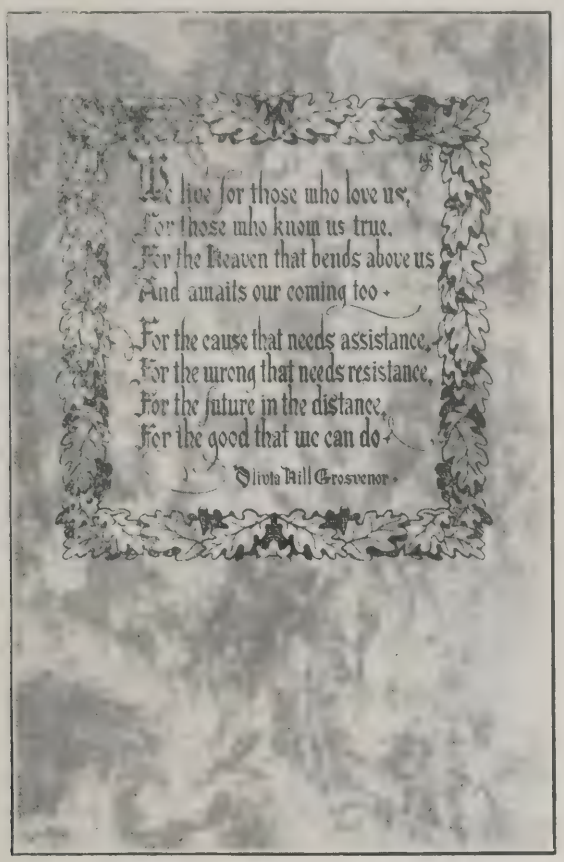
border. There is just a suspicion that the three lines under "Pastoral Message" are slightly too large, giving a somewhat crowded effect. A modification of the same border is used on another job which I am show-


YOU ARE CORDIALLY INVITED TO ATTEND THE DISPLAY OF PHOTOGRAPHS AND OPENING OF
THE BAUMGARDNER STUDIO
FRIDAY and SATURDAY NOVEMBER SIXTH and SEVENTH NINETEEN HUNDRED and EIGHT FROM TEN A M TO TEN P M
SPEND A FEW HOURS WITH US IN PHOTOGRAPHY
TOPIC CARD
SUBJECTS FOR PRAYER AND STUDY AT THE MID-WEEK SERVICE
UNION LUTHERAN CHURCH
REV A R STECK D D Pastor
W. H. HEDDINGS
LOOK FOR THE GREEN MACHINE
York Sanitary Cleaning Co.,
York Phone, No 745-D
YORK, PA.
493 West King Street

ing. This topic card also has an ornament which is appropriate to the subject and harmonizes well with the border and type. All your specimens are characterized by clean, snappy presswork.

I. L. Hansen, Fulda, Minn.—Your letter head is rather overdone in the matter of rule work. It would be helped by running the rules in a shade of red not quite so deep, thouh the Engraver's Roman does not lend itself readily to this kind of treament under any circumstances. On the envelope I should have used single rules where you have made them double.

Andrews & Lewerth, paper dealers, New York, send out a handsome sample of a new clouded cover stock,


We live for those who love us,
For those who know us true,
For the Heaven that bends above us
And awaits our coming too;
For the cause that needs assistance,
For the wrong that needs resistance,
For the future in the distance,
For the good that we can do.
Olivia Hill Grosvenor.

which they call silver. It is attractively printed and I hope will show up satisfactorily in the engraver's hands.

Here is a blotter from the Observer Printing House, N. C., which may offer a suggestion to some other

printer. It is printed in black and red on pink enameled blotter stock.

My Dear Mr. Hanson:—I thought I would forward a few samples of work, the first I have ever sent you, as I read your reviews in the N. P.-J. each month with much interest.

I am located in a small town, doing the several "stunts" of a country weekly, viz., printer, editor, reporter, etc., but I thought maybe you wouldn't object taking a squint at the samples of my work enclosed herewith.

Yours very truly, Fred F. Flatt.

Letts, Iowa, April 3, 1909.

Your presswork is very good, atoning in large measure for any shortcomings of composition. Your faults lie more in equipment than in taste and ability, however. I should like to see you turned loose in an office well stocked with the latest type. I imagine you would "show 'em a few."

CANDIDATE FOR PRESIDENT OF N. E. A.

Chambersburg, Pa., April 19, 1909.

Mr. B. B. Herbert, National Printer-Journalist, Chicago Ill.

Dear Sir:—Pennsylvania insists upon my being a candidate for President of the National Editorial Association and has appointed a committee to take charge of the campaign.

Under the circumstances I feel that I must not only consent to the urgent appeal that comes to me but must aid all I can. I will, therefore, fully appreciate anything you may do in securing your delegation for me.

I assure you that if elected I will do my full duty to promote the interest and harmony of the Association.

Thanking you for a reply, I am, Yours very truly,

A. Nevin Pomeroy.

Walter Williams, dean of the School of Journalism of Missouri, has been asked to deliver the chief address before the Institute of Journalists of Great Britain at its annual meeting in Plymouth, England, in August, on "The Professional Education of Journalists." Representatives of the universities of Oxford, Glasgow, Manchester, Dublin, Leeds, Birmingham, London and Cambridge are on the program for discussion of Mr. Williams' paper. At the last annual meeting of the British Institute of Journalists the paper on the subject was read by Dr. Michael E. Sadler, joint professor of the theory of education at Victoria University, Manchester.—*University Missourian.*

The Kentucky International News Company filed articles of incorporation March 13th, fixing its capital stock at $1,000 divided into shares of $2. The incorporators and their holdings are: J. Clifford Miller, 125 shares; Mose Mendelsohn, 125 shares; John B. Cox, 125 shares. The maximum indebtedness is fixed at $500. The company will carry on a general news vending business, which includes the sale of newspapers and magazines. The company is also empowered to carry on a job printing business. We find that many printers and publishers in smaller cities are combining the sale of newspapers and periodicals as a branch of the business. Where so situated as to make this convenient and profitable, a news depot and stationery store can often be profitably combined with job printing and newspaper publishing in a way to make the front business office more inviting and also justify larger purchases and the keeping a greater variety of stationery for the accommodation of customers.

Andreas Simon, editor of the *Brewer and Malster,* died last week at his home, 570 East Fullerton Avenue, Chicago, aged 64 years. He was born at Sleisinger, Germany, and came to this country when seventeen years old to look for a lost brother. Not finding him, he enlisted in the Civil War as a bugler, and served for three years. For twenty years he was connected with the Illinois *Staats-Zeitung.* He is survived by his widow.

AUXILIARY IDEAS AS ASSETS

IT IS THE WORKABLE IDEA THAT IS WORKED THAT COUNTS.

IDEAS are a valuable asset.

In the publishing business especially.

But the ideas must be of the workable kind.

The world to-day is all cluttered up with ideas that won't work.

Men fool their time away on them and go broke.

Ideas are the worst hypnotizers we have in the world today, and the more impracticable and visionary they are, the tighter they seem to grip the unfortunate victim.

Some ideas go in a circle, like a merry-go-round. The one riding the idea—or being ridden by it, perhaps we ought to say—think's he's having the time of his life, but the onlooker knows he's riding a delusion and going nowhere.

Then some ideas are built on the zig-zag plan. They're progressive, perhaps, but tiresome, and keep one going a long time before reaching a checking-up station.

Then, again, there is the idea which is of the start-and-stop variety. Like a jerky little donkey engine it works like the devil for a minute and then stops for a long breathing spell, and forgets the place for which it started out when it gets ready to start up again.

Then you've seen the sky-rocket idea. My, how it shoots up with a rush and a splutter, filling the heavens with its glory, and then—

dropping
like
the
spent
stick
it
is.

But there is no use trying to give the complete lineage and pedigree, the coat-of-arms and the family tree of the extensive idea family.

Just like a good many other families that cumber the earth, there are numerous undesirable members of the flock.

From such let us turn away.

But the workable idea! That's the kind you want to tie to.

You can't always tell it when you see it. It may be onery looking and insignificant, but if it is the idea that has got the right stuff in it, it is the one you want to tie to.

Again, let us repeat:

Ideas are a valuable asset.

And to go back to the publisher, let us add: Especially in the newspaper business.

You can run a wheat corner on nerve and margins.

You can run a department store on bankrupt sales and green trading stamps.

A doctor can get along with a medicine case, a solemn look, and a bill book, and a lawyer can read all his argument from dusty law books, but a newspaper—

Why, it just must have ideas or it isn't a newspaper at all.

It's the backbone and the sinew and the vitals all in one—that is, if it is a real live organism.

This explains, without further comment, why there are so many dead organisms called newspapers floating around in communities and trying to delude subscribers and advertisers into the belief that they are real live factors, in the life and the upbuilding of the community upon which they have fastened themselves.

Without doubt, the best thing which ever struck a publisher was a real, live, workable idea. Without it the type and ink and presses are impotent. Without it goodwill will soon change to ill-will, and subscribers to a minus quantity.

The workable variety of ideas spring into being from three principal conditions of mind and body, for it must be granted at the beginning that in addition to the printing plant, however small or large, the publisher must start with a mind that can think and a body that can act.

The three conditions are:

Observation.

Application.

Experimentation.

The publisher who ever hopes to get hold of an idea that is going to do much work for him has got to have an observation of telescopic and microscopic powers so that every detail and possibility of his field is revealed before him. That observation must also be as blind as a bat when it comes to seeing personalities, and idiosyncracies, and short comings of others, but it must be broad as the noonday sun in the purpose to shine with fairness for all and fear for none. And it must be narrow enough to get the focus upon every public question and read the issues aright.

Certainly! With that kind of an observation on the part of a publisher, he is going to get the workable kind of idea that will prove his most valuable asset.

Again, the allotted portion of the successful publisher is not to lie on flowery beds of ease and to sing his soul into everlasting bliss. Workable ideas do not spring from that kind of soil or climate. No! If he is trying the "flowery beds of ease" method, he wants to get right up and dig. Yes, it will make that flowery bed of ease look like a newly-plowed field, but something will come of it. In other words the publisher needs application and lots of it to make good on his job. Application will start many an idea to sprouting. Try it on the subscriptions. Try it on the advertising. Try it on the local news department. Try it on the general reading matter, Give them all a show. Apply yourself to your job, and lure the ideas—the workable kind—from their hiding places.

Experimentation. A newspaper is a fascinating laboratory, in which various elements and conditions peculiar to its local field are brought together for the purpose of forming that glittering something called Success. The reason so few find it is because they work the combination wrong. They don't have an intelligent understanding of the elements with which they are working—and they don't know just what they are after—except as they call it dollars—and the publisher that is primarily and solely after dollars has missed his calling and is dishonoring the profession.

The way some publishers go at the experimentation in the working laboratory of their newspapers reminds me of the first time I was turned loose in the chemical laboratory at school. There were all the chemicals, all the delicate weighing and measuring instruments, all the brunsen burners, test tubes, blow pipes, and what not. And what a busy and interesting time I had. I was like the baby with the toy engine. It sees the wheels go round, but it knows not the wherefor or the why or the how. Neither more did I. And there were no ideas born that day that I know of, save perhaps to realize what a fool I was and how much I had to learn. But perhaps that was a good start after all. And perhaps if some of our publishers could get to experimenting they would discover what fools they are and how much they, too, had to learn. That surely would be getting the ground cleared of the brush so the ideas could grow. And once the real, workable kind of ideas start to grow the publisher will find they are his most valuable asset, that they are the things he can do business with and reap Success.

Just ideas won't do.

You need the workable kind.

Get them by following our prescription.

Try it.—*Willis S. Edson, Editor Western Publisher in May issue.*

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

WHAT do you suppose? Third Assistant Postmaster-General A. L. Lawshe recently had the audacity to favor me (one of the printers he is robbing of much business that ought to be ours) with a price list of government stamped envelopes, together with a lot of other publicity "dope" descriptive of the advantages in using these goods. "Prices very reasonable," is one of the selling points brought out; and, I assure you, that cannot be disputed. The envelopes are furnished, as probably all of my readers are aware, at less than I could buy plain ones from the wholesale paper-houses, And this price list and circular (wihch also includes a number of detachable order blanks) state further that, "when ordered in lots of 500", etc., "the department will, if desired, print the purchasers' return card in the upper left corner of any of the envelopes described * * * without additional charge", which is also the statement of a fact well known among printers. Now, there probably isn't one of us newspaper men who hasn't expended his labor, space, and cold type without stint in crying down the mail order evil, to the direct benefit of the people—for I claim it just as much a benefit to the purchaser as to the dealer—and there are hundreds of us country editors who have struck firmly and patriotically in giving the American people a boost (which term, mind you, is but a true synonym for the American government) whenever the opportunity has presented itself; yet, notwithstanding this invaluable service, this Government thus virtually connives to deprive its most beneficial craftsmen of a certain line of legitimate business by supplying their trade with stamped envelopes at a positive loss, and, as if this were not enough, by printing the return cards thereon free of charge. And then, in the face of this ridiculous fact, men will continue to worry about deficits in the government postoffice departments. I am gratified indeed to see the country printers all over the United States awaking to the absurdity and injustice of Uncle Sam's postoffice department, and I hope they combine in a roar of protest that will ultimately cause those concerned to quake with apprehension and comprhension. Among all classess of craftsmen deserving the business competition of the government, all fair-minded men must surely concede the printer is among the last.

The publication of a newspaper as a unique vehicle of publicity for their "product, stock and chattels" seems to be a "stylish" idea with modern type foundries. I have been favored with copies of the first and second editions of the *American Bulletin,* by the American Type Founders Co., of Boston. I am charmed by the excellence of this little four-column folio, and I mention it here not with a view of gratifying its publishers' desire of publicity, but because I feel that a close study of its pages must certainly benefit that printer who entertains a desire to improve the typography of his paper. The *Bulletin* is set exclusively in the American's famous Century Expanded and Century Bold, and is an inimitable example of the value of that superlative letter in this class of work. The "editor" (?) makes "no bones" about the *Bulletin's* object being solely and purely for advertising American type, and as such it is unapproachable. I do not endorse the punctuation of head-lines, however, when the punctuation is unnecessary to the sense.

RUSSELL, KAN., Feb. 13, 1909.

DEAR MR. COPPER:—Am sending a few copies of recent issues of the *Reformer* (which paper I neither named or established). My thought is that I may be benefited by any references you may see fit to make to the general typographical effect or to specific defects or otherwise. We run on short help and practically all of the ads are my own work. I know of course that my first page ads will not strike your fancy on account of their location, but I cannot subscribe to your views on that line. The three ads shown and none others run practically every issue, two of them not having missed an issue for nearly three years.

With a word of appreciation of your department, I am

Respectfully, J. W. MORPHY.

It is quite evident in looking over Brother Morphy's paper that he does not subscribe to my views regarding the undesireableness of running displayed ads on the first page, nor to any of my ideas as to that which is correect and proper in the mechanical makeup of a newspaper; for, not only are these ads apparent on the face of the *Reformer,* but, I note, in other pages one is far more likely to find an ad in each corner and others scattered throughout the center, than to find them sanely and rightly set over to the right, with the greater spaces occupying the lower positions, and graduating according to size until the page is topped out with the smallest specimen. I always rather admire a fellow who has a mind of his own—on matters religious or political—for I am neither preacher nor politician, but when it comes to newspaper making I'd naturally much prefer they'd subscribe to the recommendations of this department, which, of course, is not depriving one of the free exercise of his "own mind" either. I have my reasons for standing against advertisements on the first page of a newspaper by heart, so often have I been given to repetition here—and I suppose that, ere this, my regular readers must have memorized them, too. But surely my logic cannot be evaded nor misappreciated even by those who haven't as yet endorsed them. We must all agree that the reader is the thing of most importance, for without circulation, without readers, the newspaper publisher cannot hope to interest advertisers, verily cannot reasonably hope to eat. This fact established, and granted, then it follows naturally that the publisher's first duty stands due and payable to his readers. Whence then the quibble over who has the legitimate claim, the first right, to the paper's first page? Let us aim to please our readers first, and our advertisers second; or, in other words, let us strive to make a *newspaper* first, leaving the money-making as a secondary consideration. And forsooth, I verily believe this is

the only substantial way to make any money in the newspaper business. For, when we attend well to our primary object, the secondary proposition follows, as immutably as that good seed sown in good soil and well cultured by both the hand of man and Nature brings forth an abundant harvest. The *Reformer* is an all-home-print folio, with regular six-column pages, and each of these is liberally "dotted" (using the term intelligently) with ads. Brother Morphy has his first page made up with modestly headed local stories, the heads being set in a neat bold Roman, commendably in upper and lower, and minus senseless punctuation. Why not consistently chop off the period in the title, too? At the head, just beneath the title line is this gem: "Decency and fairness is essential in any business, but more especially in the conduct of a newspaper." The *Reformer* boasts of no regular department of editorials but the work of writing the local stories is fairly well done. The body type, I should judge, "has seen better days", though a fairly good print is yet achieved. The very commonest, and, in the main, the simplest, forms of composition are followed in the setting of the advertisements, and this simplicity, coupled with the several excellent ad-faces employed, makes the displayed columns of the sheet not unsightly.

GENEVA, ALA., March 29, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am enclosing you under separate cover copy of *Reaper*, which I wish you would please criticise. The present editor has just had charge of the office for the past two years, but has made a great improvement in the paper, as I think you will agree, when you compare the "before and after taking" papers that I am sending. We have been taking the N. P.-J. for over a year and will certainly continue to do so. Hoping thatt you will not score us too harshly, I remain,

Yours very truly,

O. K. WILLIAMS, (Foreman).

It does not require a long look at the "before and after" specimens of the *Reaper* to enable me to agree readily with my correspondent's statement to the effect that a great improvement has been wrought in this paper between March, 1907, and March ,1809, and I subscribe this affimation of the fact in spite of the apparent evidence that the *Reaper* has been reduced from a six-column-all-home-print quarto to a folio of the same style and calibre. It isn't always the biggest paper that is best, nor the biggest that contains the most readable stuff. The paper is at present much neater than formerly, and especially gratifying is the clean, newsy front page, in striking contrast to that of two years ago, when half of the front page space was occupied by a big, bad and bold advertisement. And particularly pleasing to me is the fine balance accomplished in the makeup of this first page of the *Reaper*. It denotes thought and careful workmanship. I wouldn't give a pinch of Copenhagen snuff for a workman who doesn't think as he works. The system in evidence throughout in the mechanical makeup is also worthy of commendation. A little department of "paid locals" under the apt caption of "Perhaps It's Here," strikes my fancy as something pretty clever. The advertisement composition in the paper is rather rigid, but shows earnest and careful treatment. Returning to the first page, it must be admitted that the typography here, despite the general perfect balance and mechanical precision as to the length of lines and location of masses, is nevertheless decidedly inharmonious. A Mazerine cap line, for instance, in conjunction with a bold condensed Gothic inverted pyramid, is anything but agreeable. And while the editor writes his heads with exemplary aptitude as to length of line, however, at times the wording is scarcely equal to the mechanical effect. For instance, take the first heading: The editor has apparently been unable to get more than one thought into the several departments of the head. The word "children" occurs in each of the four decks. Something like this might be suggested as an improement:

TWO CHILDREN PERISH
IN BURNING HOUSE

Vicinity of Vicksburg Shocked by
Frightful Accident

FOUR LITTLE ONES LEFT ALONE

Ten-year-old Boy Makes Desperate But Futile Effort
to Save His Companions from
Their Terrible Fate

My idea of a perfect heading is one that gives the reader the main facts of the story over which it appears, in brief but well connected thoughts, something as I have hurriedly attempted above. Of course, the head cannot tell it all—but it should tell enough to

The Geneva Reaper

VOL. VIII NO 52. GENEVA, ALABAMA, FRIDAY MORNING, MARCH 26, 1909. $1 PER YEAR

TWO CILDREN PERISH IN THE CRUEL FLAMES

Two Children So Dead to Death ... In Burning House.

FOUR CHILDREN LEFT ALONE

The Tragedy at Vicksburg Shocked to Day. Parents Left in Two Small Children Who Lost Their Lives

CIRCUIT DOCKET COUNTY COURT

MRS. BERRY DROWNED IN CHOCTAWHATCHEE

No. 1

satisfy the mind of him who hasn't time for anything else, and just enough to whet the mind of the reader, who has time for a full reading, to crave the story's details. Now, again, take the heading in this paper

which is a companion piece to the one just reviewed Here the same error occurs of reiterating a sameness of thought isstead of mentioning separate facts of the event. Would not something like this have been better?

MRS. BERRY DROWNED
IN CHOCTAWHATCHEE

Fell Into Water While Fishing Near
East Pittman

ACCIDENT OCCURRED TUESDAY

Husband Gives Alarm and Body of Unfortunate
Woman is Recovered After Long
And Tedious Search

Another criticism I feel moved to offer is in respect to the editorial work in evidence in this sheet. The stories are told not very entertainingly, nor in very smooth, fluent terms. The author should endeavor to improve and enlarge his vocabulary, and should especially practice the art of rounding out his sentences with greater clearness of thought and expression, and with a closer, truer view to sound. An excellent means of improving one's vocabulary and flow of language is the writing of verse; because the search for the rime and the effort necessary to maintain the meter naturally tends to increase one's knowledge of words and his ability for putting them together in a more pleasing, musical shape. But, to prove beneficial in the highest degree, the task must be entered into with at least some little inspiration and a great deal of earnestness. The simpler but serious study of a dictionary will also be found extremely efficacious in improving one's language and literature. That a part of the foregoing review may become the more intelligible, I reproduce the *Reaper's* first page as exhibit No. 1.

BLOOMSBURG, PA., April 6, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We have sent you by mail a copy of our seventh anniversary and new-building edition of *The Morning Press.* Any comment that you care to make thereon will be greatly appreciated. It is, to a certain extent, the culmination of plans mentioned in a letter to you a year or more ago.

Thanking you for past favorable comment, and trusting you will consider we have made good in this edition, we are,
Very truly yours, VANDERSLICE & EVERLY.

I have written in the past an opinion about western people, and western publishers in particular, doing things on such gigantic plans—and it's true, too, they do do things in the west; but not even a Pacific Coast publisher could hope to excel the scale of this Bloomsburg, Pa., *Morning Press* Seventh Anniversary and New Building edition. Eight full quarto sections, aggregating some sixty-four pages, comprised this great special, divided as follows: Section 1.—The *Morning Press;* the first, or cover page, of this quarto is graced with a full-page cut of the magnificent new home of the paper, following which comes an exhaustive, semi-technical, yet concise and intelligent descriptive write-up of the new structure, which is 23x64 feet in outside measurement, and consists of three stories and basement. In the same section is a history of the *Morning Press* for seven years, which, in brief, has been one of hustle, inimitable enterprise and perseverance, three qualities that, when understood, easily explain the present greatness of this progressive modern paper. There is also an article descriptive of the jobbing plant of the *Press* and a well written "Glimpse of the Rush and System of a Daily Paper", clearly exploiting the ways and means by which a day's news gets into print. This first section is crowded with illustrations, showing interior views of the *Press* business office, editor's private office, reportorial department, employe's recreation room, together with views of the press, the composing room, job department, etc., and portraits of the "force who made this edition possible", being twenty fine looking men and boys and one pretty, young woman. Next is the Industrial Section which is devoted to Columbia county's multiplied industries and their wonderful development—mills, foundries, factories, plants and stores, furnish an unlimited field for print and illustration. Things professional form the subject of the third section, publicly airing doctors, men of the county bench and bar, hospitals, courts, etc., while the burden of the fourth section is educational matters. Here morals, high schools, superintendents, professors, principals and teachers all come in for a flattreing word and form subject for appropriate story and sketch. In the financial section, which is next in order, Columbia county's and Bloomsburg's banks, and bankers, financiers and capitalists and their remarkable doings are eulogized and illustrated in a highly entertaining and congratulatory manner; while in the following section an inexhaustible opportunity for a local public boost offers itself in the building and real estate topic. Next is the Religious section, telling of local churches and ministers and their spiritual work, and this is followed by the regular news section, completing a mammoth piece of work. While in the foregoing description several words have been brought to service, yet the vaguest idea of this special edition's magnitude and magnificence has been conveyed. There are hundreds of other subjects treated in this extraordinary special, all of which, for sheer lack of time and space, I must pass unmentioned. But we cannot afford to overlook the eminent standard of excellence of the workmanship manifested in every department in the making of this paper. Take, for instance, the high class literary style of each narrative, the artistic decoration and grouping of cuts, the tasteful arrangement of the matter throughout, the high class displayed spaces, and the neat and striking styles of typography in evidence in the heads and titles, and you have a combination, which in its magnitude and general perfection, becomes a thing to simultaneously wonder at and admire—and surely ought to be a source of great pride and satisfaction on the part of its makers, Messrs. Vanderslice & Eyerly and their efficient force of workers. The *Morning Press* special edition is a gigantic effort in which its makers have truly "made good". The idea, as outlined in the preceding brief description, of making each section exclusive—or nearly so—to some local subject impresses me as an exemplary plan. May the achievements of these successful and progressive newspaper men never grow less satisfying, yet may they never become satisfied, is the best wish I can extend them.

CANFIELD, OHIO, April 9, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I thank you for the very kind words in the N. P.-J. for the *Dispatch.* As you intimate, it takes lots of hard work to make a paper like the *Dispatch,* but I am fortunate in having surrounded myself with an office force that thoroughly knows and cheerfully does its work. For myself,

I claim no great credit for the showing the paper makes. In this mail I am sending you issues of the past two weeks. In one of them are marked paragraphs showing how papers in this field regard the *Dispatch*. I feel, however, that the neighboring boys in their spirit of kindness have been entirely too generous in bestowing compliments. The papers, anyhow, will show you that we keep the pace in the matter of size.

Again thanking you for your generous mention, I am,

Yours very truly, C. C. FOWLER.

This letter from Brother Fowler comes from a grateful heart—and a generous heart, too—for, note you, please, he does not claim the honor for himself, but for his force. Bully for him! He's welcome to any praise this department may have been able to confer—because he's worthy of it.

RUSSELLVILLE, ARK., April 3, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you three current issues of the Russellville *Rustler*. I do not claim anything great for this paper, for the fact that my facilities are about equal to those found in most country offices.

This paper is printed one page at a time on an old Cincinnati Nonpareil, (the first one I have ever seen) and it has been under my management less than two years. I was formerly connected with the Fulton, Mo., *Sun* for a number of years, during which time I was a frequent contributor to your department of the N. P-J. The town of Russellville, Mo., has less than 500 inhabitants and during my stay here I have built up the subscription list from four hundred to eight hundred and fifty, and have lately been made the official paper of Cole county.

I know that the paper is far from perfect in every way, and your criticism, whether of the favorable or unfavorable nature, will tend greatly towards making it perfect, in as far as we are able to follow your instructions along typographical lines.

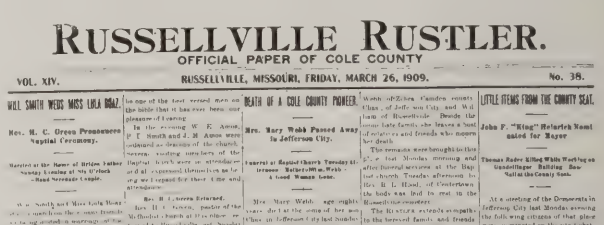
Yours very truly, B. RAY FRANKLIN.

I had entirely lost track of this competent typographer, but I well remember his creditable contributions to this department during his connection with the Fulton, Mo., *Sun*. His present paper, which is well named the *Rustler*, is in the main a very commendable publication to hail from a village of only 500 souls. It is a five-column, all-home-printed quarto, and

SPRING STYLES ARE READY!!
Get in the well dressed circle—Wear Schwab Clothes
Get in the well dressed circle—Wear Schwab Clothes
Our spring styles in Men's and Young Men's Clothing are now ready for your inspection. Truthfully we can say that never before has there been such "nobby" stylish and good wearing material placed on sale in Russellville, and you will be surprised too, when you hear how low the prices are. You will wonder how we can afford to sell such a swell looking suit for such little money. All we ask is that you call at our store and give our clothing your closest inspection. The quality and price will do the rest. Notice the above cuts. They represent the latest styles.
Scrivner-Smith-Morrow Merc. Co.

No. 2

the abundance of the advertising patronage it receives is equal to, or away above, that seen in newspapers printed in much greater towns. The perfection of the typographical treatment of this advertising, too, is very good—the only defect which I could consistently mention being a little too fluent use of underscores. Exhibit No. 2 is one of the admirable half-page specimens. Probably the only material fault in this advertisement is the fact of the rule which cuts off the body from the tail, having been inserted wrong side up. I am sorry to note that Brother Franklin has not as yet joined my club of "clean front pages," although I must give all due credit for the neat, artistic treatment conferred in spite of the big front page advertisements. However, there's no legitimate excuse for displayed ads on the front page of a paper that is all home-printed, and whose regular number of pages is therefore easily increased according to needs,


RUSSELLVILLE RUSTLER.
OFFICIAL PAPER OF COLE COUNTY
VOL. XIV. RUSSELLVILLE, MISSOURI, FRIDAY, MARCH 26, 1909. No. 38.
WILL SMITH WEDS MISS LULA BRAZ.
Rev. H. C. Green Pronounces Nuptial Ceremony.
DEATH OF A COLE COUNTY PIONEER.
Mrs. Mary Webb Passed Away in Jefferson City.
LITTLE ITEMS FROM THE COUNTY SEAT.
John F. "King" Heinrich Named for Mayor

No. 3

as is the case with the sheet under consideration. Exhibit No. 3 is a view of the *Rustler's* front page, cut off just above the ads, and it illustrates clearly the esthetic head styles and general arrangement. It is quite evident to an experienced eye that both the lines, "Officiel Paper of Cole County", and the date, are in too prominent faces. Eight-point Roman bold caps for the first line, and a ten-point Roman cap line for the date would be preferable. No pointers for the improvements of the contents of this publication suggest themselves, since therein it is already so excellent. The impression, too, is beyond adverse comment. When one scrutinizes this little paper closely and technically, it is not difficult to understand why the growth of its circulation has been so great during the past two years. It isn't hard to sell a paper of high quality.

GLIDDEN, IOWA, April 2, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of our last issue. We have enlarged the *Graphic* to a seven-column standard. As near as possible, I am trying to bring our paper up to your ideas,—and mine. My partner does not believe in a clean front page. He is an older newspaper man than myself and has always had ads on front page. You will notice the front page is "getting clearer," though. Am in hopes of being able to have it clean before long. Glidden is a town of about 850 inhabitants. Office not what we would like to have it, but we are figuring on a new cylinder press and cabinets for all type, and hope to improve in time. Now, go ahead with your roast, for, by criticism we learn.

Yours truly, H. F. RUBEY.

Brother Rubey's letter, as quoted above, is interesting because of its story of push and progress, high aims and great endeavors, fine enterprise and hope. The *Graphic* bespeaks the telling effect of such ideals in spite of the fact that the ideal has not yet been fully attained. It perhaps never will, because of the immutable law that each additional achievement only breeds within the soul of the ambitious another and higher goal. The Glidden *Graphic* is a fine, big weekly paper, with a copious amount of high class reading matter on its pages—not excluding the ads, which are all composed in a thoroughly modern and wholly pleasing manner. Exhibit No. 4 is one of the attractive half-page specimens, and exhibit No. 5 another exquisite example from the same edition. Both of these subjects may be accepted pertaining to typography as having the full endorsement of this depart-

ment. For the purpose it would be hard to suggest anything better than the design, display and general layout represented in these two ads. But the *Graphic's* excellence rests not alone in its advertisement composition. It's editorials are veritable gems of philosophy and cultured English, its impression clear, even and it is gratifying to observe, that, whereas the front page is cluttered with display ads, yet to a large extent the method of makeup advocated in this department of the NATIONAL PRINTER-JOURNALIST has been carried out successfully. One of the most obnoxious features

No. 4

noticeable in the issues at hand is the insertion of commercial items set in twelve-point Poster Antique and sandwiched in amidst pure reading matter. To my mind this is the height of ugliness and impropriety. Nothing so completely mars the beauty and sullies the virtue of a paper's local page as this abominable practice; nothing so quickly and surely degrades its dignity, and brands a sheet as the abject slave and prostitue of commercialism—the veritable harlot of

Ladies' Spring Suits
Ladies' Spring Coats and Jackets
Ladies' Spring Walking Skirts
Announcement
Ladies' and Misses' Suits
$15.00 to $35.00
Ladies' and Misses Coats, Jackets
$5.00 to $18.00
Ladies' and Misses' Skirts
$2.50 to $12.00
DON'T FORGET US WHEN YOU WANT GOOD SHOES.
THE BOYS WILL TREAT YOU RIGHT
AT FORT & BOHLING'S
The House of Pleasant and Profitable Shopping

No. 5

greed and graft—as this infamous sin. To yield to it, seems to me, a publisher must be utterly void of the finer sense of art, which every printer and every newspaper maker ought to do everything in his power to cultivate and possess. To come right down to the pure ethics of the matter, it is incourteous in the extreme to unsuspectedly spring business matters upon the innocent reader among the news items, and how doubly coarse and erroneous when the page's esthetic features must thus suffer by the setting of such items in scare-type, the direct tendency of which is to disgust and repel rather than please and attract. I regret to learn that both publishers of the *Graphic* are not so fully in sympathy with the recommendations of this department as Brother Rubey evidently is, but I am highly gratified with the improvements manifested, and trust that in time present ideals can be realized. Just one other little "tip" to the makeup man ere I close: I notice in making up, a single line from one paragraph is carried over from column to another, which should never be done. It scarcely ever happens that enough space cannot be removed from somewhere in the column to admit of an extra line, and it is dire waste of optic energy to make the reader's eye to travel the whole length of a column after the few words left to complete a thought or sentence.

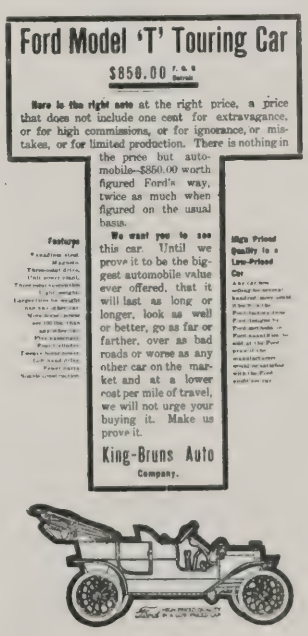
COOPERSTOWN, N. D., March 22, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Having been a reader of the NATIONAL PRINTER-JOURNALIST for a little over a year, I take this liberty of writing you and enclosing a few samples of ads taken at random from the *Griggs County Sentinel* on which I am employed, and, if you can find space and time, would like to have your valued criticism on same. I should have taken the time to take separate proofs of these ads, but time would not allow it, and so had to do the next best thing—clip them from the sheet. These ads were all thrown up in a hurry, as the rush of business does not always give a person the time desired to work on same. Hoping that your criticism may be a benefit to me, and possibly to others, I beg to remain,

Yours fraternally, M. A. JENSEN.

Brother Jensen's faults as an ad compositor can be summed up in few words: He has a deplorable proneness for over ornamentation, panelling and underscoring; in fact, he uses altogether too many brass rules in his work. The two best specimens from this contribution of nine ads are shown herewith as exhibits


Ford Model 'T' Touring Car
$850.00
Here is the right note at the right price, a price that does not include one cent for extravagance, or for high commissions, or for ignorance, or mistakes, or for limited production. There is nothing in the price but automobile—$850.00 worth figured Ford's way, twice as much when figured on the usual basis.
We want you to see this car. Until we prove it to be the biggest automobile value ever offered, that it will last as long or longer, look as well or better, go as far or farther, over as bad roads or worse as any other car on the market and at a lower cost per mile of travel, we will not urge your buying it. Make us prove it.
King-Bruns Auto Company.

No. 6

The Big Store
COOPERSTOWN N.D.
A New Finish on Furniture
We have added another new finish to our already large assortment of finishes. It's the TUNA—the best imitation of Mahogany made, experts cannot tell it from the real thing. The finish is put on genuine Maple, the best wood grown for furniture making, in fact it is a better wood for wear than the genuine mahogany. May we have the pleasure of showing you?
John Syverson

No. 7

6 and 7. Both are fine examples, the faults mentioned being the least in evidence. All of this contributor's work denotes skilled constructive ability, but, while the defect I am about to cite does not appear in either of the advertisements reproduced, Brother Jensen does

not usually allow enough white for margins bounding a black mass of type matter. He has a good idea of proper display, however, and is destined to improve his future work, as evidenced by his commendable openness for correction and desire for honest criticism.

WYOMING, ILL., April 19, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover we are sending you copies of our publication and if convenient would be pleased to have them reviewed in your admirable department of the NATIONAL PRINTER-JOURNALIST, showing us particularly the places for improvement.

Very truly yours, MOORE & SON.

Here is a paper that commands respect at first sight—with me forsooth, it has been a case of "love at first sight"—because Moore & Son appreciate the advantage and propriety of a clean front page. Exhibit 8 shows the neat and attractive manner in which the first page of the *Post-Herald* is arranged, the page

WYOMING POST-HERALD.

EVIDENCES OF PLUNDER

W. C. T. U. Notes

Result of City Primaries

AN ESSEX TOWNSHIP RELIC

ROOSEVELT AND REFORM

THE LENTEN REGULATIONS

HAVE AN ORCHARD ON EVERY FARM

Mr. Ingels Recommends Certain Varieties of Apples, Pears, Plums, Cherries and Peaches for this Section. How to Make Them Grow and Bear.

No. 8

having been purposely cut thus V-shaped to more clearly impress the beauty and symmetry attained in the position of the darker masses. I have three copies of this publication before me, all of different dates, and the initial page of none of them is less pleasing than this one partly shown herewith. But fine mechanical excellence is fully pleasing only as a com-

Good Furniture

¶ That's the sort we handle. The kind that you delight to buy because you know you are getting the best and the full worth of your money. The kind that stays with you for years because it's built right of stock that is prepared right. You'll make no mistake in letting Holgate furnish your home.

¶ We pay your car fare from all points within 20 miles on a $15 cash purchase, and allow for 20 miles on greater distances.

Holgate's Furniture Store

WYOMING, ILL.

No. 9

panion, or finish, to good literature, and that is why a critic may find such complete satisfaction in reviewing the *Post-Herald*. In point of contents few weekly papers are so good, and fewer are better, than this one. The local news field is closely and cleverly covered, both by the editors and a goodly number of country correspondents, and other interesting "copy", is "ground out" each week in elaborate and entertaining style. The highest compliment one can receive for any literary production is a charge of plagiarism, and the department of editorials in this sheet are so good as to suggest syndicate origin. The literary style in evidence elsewhere in this paper, however, is equal to that in the editorials, and therefore I have no reason to doubt the originality of the latter. The *Post-Herald's* excellence is crowned with good presswork; while the style of composition of the displayed columns has simplicity and dignity as its keynote, with plenty of white reserved, which commendable combination culminate in some very fine serviceable ads, of which exhibit 9 is an example selected almost at random. Another nice feature in this publication which I must not neglect to mention while in the mood for praising, is the classification of all commercial items under a head, "The *Post-Herald* Bulletin Board," which, I am sure, is the right way to treat this sort of stuff. Having nearly exhausted the points in this publication calling for congratulation, I detect but two respects in which there is any great room for improvement. The first of these relates to the heads in use at present over the country news letters, which I deem entirely too big. The same head-letter ought to be used here as elsewhere in the paper for single-line headings. My second suggestion for betterment pertains to the mechanical makeup of other pages than the first, in which it would be well to follow my ideal plan so frequently outlined herein, namely, throwing all advertising to the right side of the page, arranging the ads according to the most natural method, the greater specimens at the bottom, graduating with the smaller ones at the top. I think that I have thus far failed to state that the *Post-Herald* is a six-column quarto and printed all at home.

CALEDONIA, N. Y., April 1, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have only recently become an interested reader of the NATIONAL PRINTER-JOURNALIST and especially of your department.

There has been sent you two copies of the *Era*. Please criticise both through your valuable columns. Would be glad to have your ideas along the line of the editorial in the issue of March 31st, as it raises a question interesting to all weekly publishers in limited fields. What do you think of two papers in one, as with the *Era?*

Thanking you for whatever you may say that will help me and other readers, I am,

Yours respectfully, R. A. PECK.

Heretofore the Caledonia *Era* and Scottsville *Bee* have constituted a six-column quarto, but since the issue of March 31st these papers—or rather, this paper—has the same number of pages as columns. I consider that a marked improvement has been accomplished through the reduction in size, both typograhically and generally. "Good goods come in small packages," is now the motto the *Era* carries over its title, and the neat boxed squibs at both sides of the name are one of the improvements. So full of interest to a large number of my readers must be this question which forms the subject of the editorial to which Brother Peck refers in the letter reprinted above, that I deem quoting at least a part of it here advisable, as follows:

QUALITY RATHER THAN QUANTITY. With this issue the *Era* appears as a six-page paper, in which size it will be hereafter issued until such time as an increased advertising patronage makes a return to the eight-page form necessary.

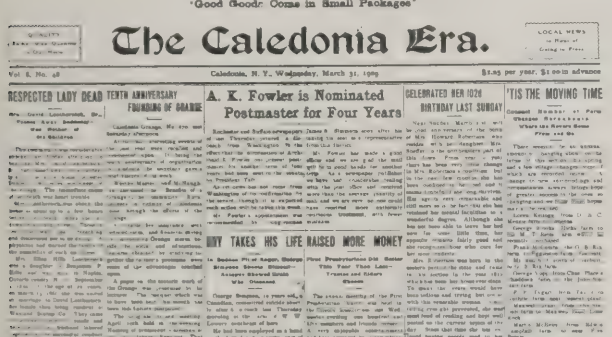
It has long been a question with the owner whether the majority of our readers cared enough for the stories, serial or otherwise, farm hints, woman's page and other miscellaneous matter, to warrant the expense which its publication incurred. Recently we have made inquiries of our readers, village and country, Caledonia and elsewhere, to ascertain, if possible, whether they read those pages devoted to other than local and vicinity news. With a few exceptions those approached cared only for the local news.

With daily papers in almost every home, village and country, with every enterprising farmer reading one or more farm journals, and nearly every housewife reading her fashion paper, less and less interest has been shown by the reading public in the "plate" or "patent" features of the country weekly, especially in a community like ours where the standard of individual intelligence is so high, demanding the taking of magazines and periodicals, and in such close proximity to the great cities whose daily journals cover so completely the world news.

In the last five years the cost of labor and materials used in printing have advanced to such a figure that a large paper at $1 per year cannot pay the owner a fair return for his investment of capital and oversight, unless the field affords unusual returns from advertising. Caledonia is not such a field. Our merchants are not expending sums sufficient for advertising to warrant the issuance of a large paper. Like the tailor, we must "cut the coat according to the cloth" if we expect the paper to continue to pay its own way and a fair profit for the investment it represents. We are sure none of our readers asks more than that.

The trend of modern newspaper making is away from mere size and quantity toward quality, correctness, fairness and thorough covering of the paper's field. The *Era* believes itself to be one of the first papers of this section to heed this note and get into line with progress in that direction. The *Era* of to-day is a vast improvement over what the paper has ever been before, and we expect to go on improving in what we feel our patrons want from week to week.

This is not the first time of late that I have been asked for an opinion upon this important question. But there seems to be only one sane conclusion in the matter. Let each publisher decide this for himself, whether he will have an all-home-print paper of less pages, or a larger sheet with patent inside, for it all depends upon local conditions as to which is most adaptable, as Brother Peck intimates within the foregoing editorial. If it were but a question of reducing


"Good Goods Come in Small Packages"

The Caledonia Era.

LOCAL NEWS in Plain or Going to Press

Vol. 6. No. 48 Caledonia, N. Y., Wednesday, March 31, 1909 $1.05 per year, $1.00 in advance

RESPECTED LADY DEAD

TENTH ANNIVERSARY FOUNDING OF GRANGE

A. K. Fowler is Nominated Postmaster for Four Years

CELEBRATED HER 102d BIRTHDAY LAST SUNDAY

'TIS THE MOVING TIME

BOY TAKES HIS LIFE RAISED MORE MONEY

No. 10

the size of the paper, however, and that a dollar-a-year all-home-printed product, in which it were necessary to use some four pages of plate, more or less, each week, as has evidently heretofore been the case with Brother Peck, it would not take much hesitation on my part to decide in faver of reducing the size of the sheet to such number of pages as could be filled up exclusively of home-set matter. Especially for a sheet like the Caledonia *Era*, with conditions surrounding, as Editor Peck has outlined, the all-home-print and exclusive local news is the right plan—and I would naturally deem it ideal for all country weeklies in the congested east with its many great cities and well-informed people, although I believe the all-home-print feature is rather more a western idea than an eastern one, and more common in the former than in the latter section. In closing, it accords me pleasure to add that I have been pleased with my inspection of this "twin" paper, especially having admired the clean front page. The "two-in-one" idea is all right. Brother Peck is a brilliant and clever writer, and as a newsgatherer deserves my congratulations. A good

The Daylight Store McCurdy & Norwell Co. The Daylight Store

Easter Displays

showing very comprehensively the

Authoritative Spring and Summer Styles

are now in evidence throughout the store

As you probably know, this store stands pre-eminent in Western New York as the fashion leader in women's ready-to-wear garments; a reputation gained by constantly catering to the best interests of our customers.

Our efforts this year have resulted in the finest and most interesting exhibition that we have ever gathered together—a style show that is well worthy of a trip to Rochester even if you have no idea of making a purchase.

But remember, Easter is close at hand. Let that day, when it comes, find you well prepared

McCurdy & Norwell Co. ROCHESTER, N. Y.

No. 11

impression is secured on his paper, and the advertisement composition is neat and economical. Exhibit 10 gives a glimpse of the taste displayed in the makeup of the initial page of the *Era*, and No. 11 is one of the attractive advertisements from its columns.

The *New Era* of Wynnewood, Okla., issued in two colors in honor of last St. Patrick's day, the date of the bi-colored edition being March 18. The subject of this novel deviation from the customary black and white was a poem entitled, "The Wearing Av the Green," which, of course, was in that emerald hue so dear to the hearts of all of us loyal sons of Erin. This was a clever idea, all right—the *New Era* is full of them, for that matter; but it's a shame there are so many things that must be attended to ere the paper can measure up very well with the ideals of this department. The style employed in the triple-bank heads is unsightly and the mechanical make-up extremely defective, a lot of displayed rubbish being stuck in on the front page in a most slovenly manner, and the other home-made pages being imposed partly at least with little regard to the Hoyle of art. No one could reasonably complain of the contents of this sheet, however, both the news-service and editorials being especially good. It is chiefly in a mechanical way that effort for improvement should be made.

COVINGTON, TENN., March 19, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have just been shown a proof or clipping from the March number of the NATIONAL PRINTER-JOURNALIST of one of my ads which appeared in the *Leader* last December. I fail to call to mind when I sent you this paper and am sure I did not send it in for criticism; in fact, I haven't set many ads lately that I thought deserved very favorable criticism, and some of them I am sure would hardly stand the "strain." For this reason I appreciate the last criticism you made because it was unsolicited and just a plain every-day piece of composition. There was no special effort put into this ad like the one I set in the shape of a star. When my plain ads deserve and get the criticism you have given the last one I can hardly help but feel a little proud of the efforts I have made in the study of ad composition, and wish to take this method in showing to you that I appreciate what you have said about my work. I ordered a dozen copies of the N. P.-J., which I expect to send out to various printing and advertising concerns in the hopes of doing some little good. Hereafter I will endeavor to mail you the *Leader* more regularly, and in case

you run out of material for your monthly grind, you can then turn to the ad column of the *Leader* for something to "fill up" with.

Thanking you for bearing with me so patiently and for the nice notice you have given me, I beg to remain,

Yours very truly, TOM MCGREGOR.

In addition to the above appreciable letter I have a bill-head from the Covington, Ky., Leader Printing Company, on which an extract from my former favorable criticism of one of Brother McGregor's ads is reprinted, after which is added, "Let that printer set an

All economical buyers have found that it pays to do their early spring buying at this store. The savings begin when the first dime is spent!

Easter Attractions at Covington's

.....See the new skirts Greatest Store Get ready for Easter

The new Easter suits for men are the talk of the town

...In our new clothing store we carry everything that is fashionable and up-to-date in men's and boys' clothes, shirts, hats, collars, neckties, suspenders, handkerchiefs, etc. We thus the New York fashion books and keep up-to-the-minute in the newest fads. Good dressers come to the Supply Company for correct styles. We keep the quality up and the prices down.....

Peg-top pants $1.75 to $6
Seventy-five doz. new spring neckties, special Easter design, 25c
Fifty doz. exclusive styles in silk ties 50c
100 doz. spring 1909 shirts, nothing like them ever sold by us, at $1.00
All Famous shirts at 50c

Don't delay in coming; come while the goods are new

The Daylight Bargain Basement for new mattings, etc

The Bargain Basement.

Corsets in 1909 Models.

Spring Footwear at the Supply Co.

They're Made To Stand Abuse

BLACK CAT HOSIERY

Good Apron Ginghams Cheap.

Easter Dresses Ready to Put On.

The Covington Supply Co

No. 12

ad for you," which is making the most of comment in these columns to one's immediate profit, all of which is heartily commendable. Exhibit No. 12 is one of Mr. McGregor's late ad creations, which is remarkable chiefly for its simplicity and conciseness.

HYDEN, KY., March 5, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the Industrial Edition of *Thousandsticks* published on December 24, 1908, and will be pleased to have your comments and correction on same in your department of the NATIONAL PRINTER-JOURNALIST. The paper is a home production, except the insert of the Davis' interests and I think it making good for a newspaper man of the age of myself, reared in the wilds of Kentucky.

Hyden is a small town 50 miles from the railroad and the country surrounding is very thinly populated. The country is rich in natural resources, but has never been developed.

I think the distance from the railroad and considering the environments, the edition deserves some credit, and as I am a subscriber to the PRINTER-JOURNALIST, I would be pleased to see some comments as to my first effort in producing an Industrial Edition.

I am yours truly, H. C. CHAPPELL.

That is Brother Chappell's letter—but I wish you might see the letter head upon which it is written. It was all right for balance, but the word, "Thousandsticks", is set in caps of Engraver's Old English, producing an effect original enough and radical enough and eccentric enough to satisfy the Roycrofters of East Aurora. *Thousandsticks* will strike the average reader, no doubt, as it struck me, as a very peculiar name for a newspaper. At first sight methought I had some Odd Fellows' publication, but soon was this idea dispelled. The word is doubtless local and has been well and wisely chosen as a title. Brother Chappell's Industrial Edition is certainly a remarkable piece of work, and remarkably and peculiarly interesting to a Northerner, to whom it reads like a story. The edition consists of eight six-columned pages, all embellished with many large and beautiful half-tone illustrations of the scenic mountain regions and the hardy Kentucky mountaineers. As I view this interesting publication I am moved to the conviction that, in spite of the vast difference in magnitude between the two, this Industrial Edition of *Thousandsticks* represents by far a greater undertaking and a grander achievement than the mammoth Seventh Anniversary and New Building edition of the Bloomsburg, Penn., *Morning Press,* as considered further back in this same installment. To be sure the English *Thousandstick's* young editor employes might be improved in places, the tones in its cuts might at times be more clearly brought out, its impression might be more even and distinct, its displayed portions might be more attractively designed and stronger in display, but, withal, it stands as a mighty fine monument to the earnest endeavor of its young publisher, who, so far as I can learn, has been the sole maker of this remarkable special. From what I have been able to glean from *Thousandsticks* itself, Brother Chappell is the last of one of the noble pioneer families of this picturesque mountain country, born May 2, 1885. In 1892 his father died, leaving a large estate, but, as a result of the panic of that year, it was entirely lost. Young Chappell's education was limited, although he secured enough learning to teach at the age of nineteen, and during the same year he purchased *Thousandsticks.* As is frequently the custom of friends, Brother Chappell's friends did everything they could and said everything they could to discourage him in his new undertaking as a newspaper publisher, but he pushed on determinedly, in spite of evil prognostications, and succeeded, *Thousandsticks* today being an acknowledged champion for the welfare of Hyden and its people and a recognized power for good in the county. God bless this young Kentuckian and his *Thousandsticks.* May they become, as the name of the paper suggests, like a thousand sticks bound in a bundle, so strong in their union that they cannot be bent nor broken in their modest crusade for better things in Hyden and Leslie County. May their success and popularity increase with the growth and development of that rich and majestic territory. And may I have future copies of the regular editions, so that helpful suggestions for improvement may be offered.

HUMMESTON, IOWA, Feb. 20, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you a few copies of the *New Era* for criticism in regard to general appearance, make-up, ads and news service, in town of 1,200. We are readers of the N. P.-J., and get many good ideas from it. Your department, especially, is enjoyed by us. Yours truly,

SANFORD & MCGUIRE.

The Humeston *New Era* is a six-column all-home-printed folia. It is not, therefore, as big a paper as one might expect to emanate from a town of twelve hundred inhabitants, but it is a very good paper. En-

ter again, therefore, Brother Peck's motto, as quoted some paragraphs back: "Good goods come in small packages." Exhibit 13 is a reproduction of the admirable front page, delightfully clean and carefully made up. The *New Era* is exclusively local in character of contents, and I might truthfully add that the gathering of the local news is most thoroughly and intelligently accomplished. The advertisement composi-

The Humeston New Era.

IOWA LEADS IN SWINE

Let Something Good be Said

James Whitcomb Riley

WHEN over the fair fame of friend or foe
The shadow of disgrace shall fall, instead
Of words of blame or proof of thus and so,
Let something good be said.

Forget not that no fellow-being yet
May fall so low but love may lift his head,
Even the cheek of shame with tears is wet,
If something good be said.

No generous heart may vainly turn aside
In ways of sympathy, no soul so dead,
But may awaken strong and glorified,
If something good be said.

And so I charge ye, by the thorny crown,
And by the cross on which the Savior bled,
And by your own souls hope of fair renown,
Let something good be said!

MARRIED FIFTY YEARS THE SCHOOL NOTES

HORSE IS STILL KING TWENTY YEARS AGO BACK WITHOUT MAN

No. 13

tion is done along plainest and highly serviceable lines, and the presswork is well nigh old-time perfection—being not quite so heavy as that commonly seen. There is but one avenue for much improvement that I have seen in this publication, namely, in the mechanical make-up of the second, third and fourth pages, which are not arranged exactly in accordance with my ideal plan. Get all advertising to the right-hand sides of the pages, build them up triangularly, big ones at the bottom, littles ones toward the page-top, and see how easily and nearly it becomes possible to attain a next-to-pure-reading-matter position for all of the various specimens, and at the same time maintain a pleasing aspect and reserve the column tops for your readers.

SPARTA, WIS., March 17, 1909.

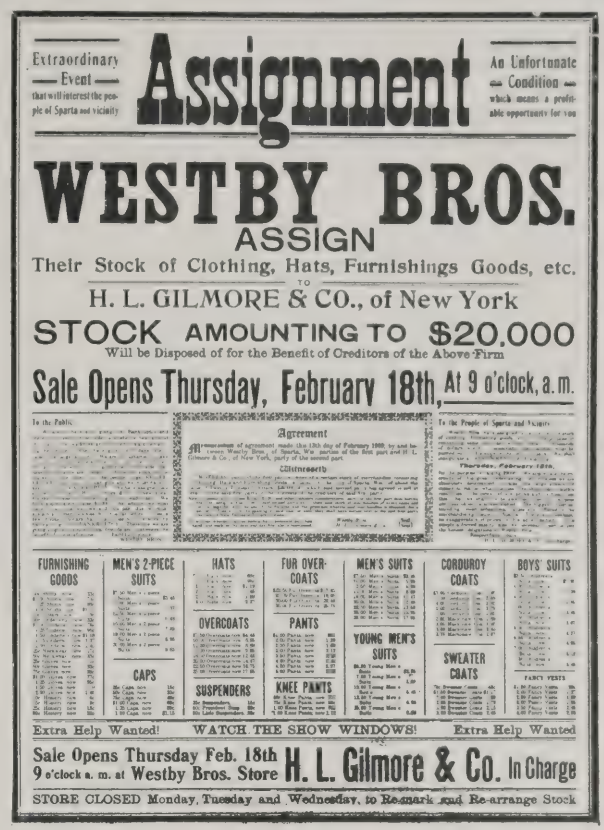
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Have just received the March number of the N. P.-J., and hasten to thank you for the nice things you've said therein about our double-page for the Dodge & Davis Co. As you no doubt know from experience, nothing is more gratifying to the printer than an appreciation of his work, by one who knows whereof he speaks.

Just to show you that we try to keep the character of our work up to that of the Dodge specimen, I am sending you under separate cover, samples of two half-sheet bills that we recently got out. These were also run in the paper. The Baldwin ad in red just as it appears in the specimen. I might also state that both of these were rush jobs.

Respectfully yours, J. W. SPAULDING.

I wish to reply to Brother Spaulding that it is likewise a gratification and a pleasure to an overworked


Extraordinary Event that will interest the people of Sparta and vicinity

Assignment

An Unfortunate Condition which means a profitable opportunity for you

WESTBY BROS.

ASSIGN

Their Stock of Clothing, Hats, Furnishings Goods, etc.

TO

H. L. GILMORE & CO., of New York

STOCK AMOUNTING TO $20,000

Will be Disposed of for the Benefit of Creditors of the Above Firm

Sale Opens Thursday, February 18th, At 9 o'clock, a.m.

To the Public

Agreement

To the People of Sparta and Vicinity

Thursday, February 18th.

Glittenorts

FURNISHING GOODS | MEN'S 2-PIECE SUITS | HATS | CAPS | OVERCOATS | SUSPENDERS | FUR OVERCOATS | PANTS | KNEE PANTS | MEN'S SUITS | YOUNG MEN'S SUITS | CORDUROY COATS | SWEATER COATS | BOYS' SUITS | FANCY VESTS

Extra Help Wanted! WATCH THE SHOW WINDOWS! Extra Help Wanted

Sale Opens Thursday Feb. 18th 9 o'clock a. m. at Westby Bros. Store H. L. Gilmore & Co. In Charge

STORE CLOSED Monday, Tuesday and Wednesday, to Remark and Re-arrange Stock

No. 14

newspaper critic to thus occasionally learn that what he has said in honesty of conviction has been appre-

FIRE! FIRE!

THE BALDWIN MERCANTILE CO'S. STOCK

SLIGHTLY DAMAGED by WATER and SMOKE

DISASTEROUS FIRE

The Largest Stock of Hardware in Western Wisconsin, Occupying 12,000 sq. feet of Floor Space

FIRE DESTROYS FAIR STORE

On January 30th fire broke out in the premises adjoining us and during the efforts of the firemen to quench the flames our building was the recipient of considerable smoke and water. The damage to the stock was very slight, in fact only passing the greatest carriage was the stock. Goods are marked. To protect the merchandise and allow them to sell quickly, we have placed them on sale. Come and see them. Be convinced. We are not going to take any responsibility of the fire. It was all of the building and its contents.

FIRE SALE

ever held in this section of the state. The name of fire lingers like the odor of smoke. We are going to wipe out all remembrances of this affair. Therefore we will not reserve an article in the entire stock. Everything must go. We are determined to make a clean sweep, in other words there will be

A Blaze of Bargains

THAT WILL ILLUMINATE THE COUNTRY FOR MILES AROUND

Sale Opens Thursday, February 18th, At 9 o'clock, a.m.

Paints | Barbedwire and Field Fence | Steel Ranges | Oil Stoves | Whips | Rope | Heating Stoves | Galvanized Tubs and Pails | Lawn Mowers | Wash Boards | Copper Nickel Plated Ware | Churns | Oil Cloth Rugs | Carpenters and Masons Tools | Washing Machines | Hammocks | Cutlery | Guns and Amunition | Lanterns | Aluminum Ware | Silverware | Universal Food Choppers | Lightning Rods | Prepared Roofing | Screen Doors | Cream and Milk Cans | Axes | Mounted Grind Stones

Remember the Day and Date. Thursday, Feb. 18, 9 a. m.

Hitch Your Dollar

The Baldwin Mercantile Co.

Sparta, Wis. ALL GOODS DELIVERED at Depot Free of Charge Sparta, Wis.

The Biggest Sale

No. 15

ciated by those for whom intended. These two excellent poster-advertisements mentioned in the above

letter may be found herewith as Exhibits 14 and 15. I have admired them, and ask the reader to note the painstaking care with which each and every detail has been treated, which, deplorably, is not frequently the custom with this class of work. A good motto for any print shop, and one that seems to have been adopted by the Sparta *Democrat,* is, "That which is worth doing at all, is worth doing well."

In Exhibits 16 and 17 I am reproducing two superlative ads, clipped from the Santa Anna (Calif.) *Daily*

The GREAT MILL-END REMNANT SALE
OUR SECOND EMORY SALE. STARTS MONDAY, FEB. 8, 9 A. M.
MR. EMORY WITH US
WASH GOODS
500 YARDS
Remnants Fine Wool Dress Goods
TAILORED SKIRTS
Woman's Tailored Suits
Off Ladies' and Children's Coats
MILLINERY At Quick Selling Prices
Muslin Underwear
CROOKSHANK-BEATTY DRY GOODS CO.
Sale Starts Monday, February 8, and Lasts for Ten Full Shopping Days, Ending Thursday, February 18, 1909

No. 16

Register. The original of the first specimen is a double-pager, while that of the second is full-page size. Any compositor may learn something beneficial

Honest Advertising
Vandermast & Son
110 EAST FOURTH STREET
Many Lines are Not Advertised
GRAND PRE-INVENTORY SALE
BEGINS FRIDAY, FEB. 5. Eight Days of Sensational Bargains. CLOSES SATURDAY, FEB. 13
Men's $1.50 Cluett Shirts
$1.09
Fancy Vests Reduced
109 Men's and Young Men's Suits
66⅔c on the Dollar
Boys' and Children's Knee Pant Suits
78 Men's and Young Men's Suits
at 75c on the Dollar
Biggest and Best Bargains Are Not Advertised. Odd Lots, Broken Sizes Other Lines We Have Discontinued: Too Small in Quantity to Advertise Will Be Cleaned Out at a Fraction of Their Real Value
President Suspenders
VANDERMAST & SON
CLOTHIERS TO MEN AND BOYS
110 EAST FOURTH STREET SANTA ANA CALIFORNIA
Men's Sweater Coats

No. 17

by a studious scrutiny of these two exhibits, as I shall probably not be able to show anything better this month.

CENTRALIA, WASH., March 22, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—Have been reading your criticism on newspapers, ads, etc., in the N. P.-J., which reaches Mr. Crawford's desk at the *Daily Chronicle* office monthly, and I am sending you with this mail, under separate cover, a few samples of ads—one in particular—the page ad for the York Department Store, from which we ran several thousand bills, and if same be worthy of your consideration, will kindly ask you to make mention of it in N. P.-J., and perhaps you may be able to spare space for reproduction. Thanking you very kindly and awaiting your criticism, I am,

Very truly yours, E. KENNEDY,
With *Daily Chronicle.*

So high grade and typographically exquisite are all of these specimens from Brother Kennedy, despite the

No. 18

congestion in this department this month, I am reproducing all of them as Exhibits 18, 19 and 20. In the

HAPPY WEEK
We announce the merriest, jolliest, most enjoyable occasion of the year. We're going to hold a "Happy Week"—a sale that is pleasantly unlike any sale event you've ever known. How will we do this? How do we expect to send hundreds of people away smiling? Very simply and effectually, by selling to each visitor during "Happy Week" one of the most needed articles at prices that will insure as much real and unusual savings that the merriest kind of a smile will be the
Princess Chic Supporters
is the brightest, happiest place in town. The brisk atmosphere—the alert salespeople—the contagious spirits of the shoppers—and the rare bargains will make "Happy Week" an event always to be remembered. This is a timely opportunity. Grasp it and join the happy throng.
Sale Starts Monday, March 15th and Closes on Saturday Night, the 20th
1-4 Off on Pocketbooks
10,000 Yards of Calico
Closing Out Wool Underwear
A Few Notions to Give Away
The Shopping Center of all Lewis County
Children's Dresses
Happy Sale of Lace Curtains
Happy Sale Of Ribbons
The Most Popular Store in Centralia
Waists on Sale
A $1.25 Corset on Sale For 98c
Every Bed Spread In The House At Cost
Buy Your Towels During Happy Week.
Dress Goods Sale
HAPPY WEEK FOR OUR MUSLIN UNDERW'R
A Great Opportunity For Sale
COME IN AND HEAR THE MUSIC
Pretty Embroideries Below Cost
Topsy Hosiery Going at Cost
Silks on Sale
Pretty New Shirts Just Arrived
Sale Must Be on the Move
AULDRIDGE'S

No. 19

first I point with admiring emphasis to the delightful layout, the strong, clean display, and the perfect, yet soft, curving balance. The next exhibit is

fully as correct and charming, as is probably the third also. When specimens are so good as these, the critic

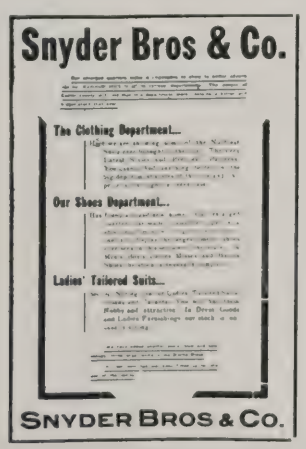
No. 20

has little more to do than admire them and then pass them mutely on for other admiring eyes to gloat upon.

I believe I had a word or two for Publisher E. R. Purcell's Custer County *Chief* of Broken Bow, Nebraska, in last month's installment, and here is some information concerning that paper, which in a way is both interesting and instructive:

THE CHIEF.

Circulation—2,900 actual subscribers. Size—Eight to twelve pages. All home print. Equipment—Mergenthaler Linotype machine. Up-to-date presses. Newspaper folder. The latest in type faces. Rank—The *Chief* ranks first among the coun-



No. 21

try weeklies of Nebraska in circulation in its home county. It ranks third among the papers of its class in Nebraska, in total circulation.

THE REASON WHY.

The *Chief* is a powerful county seat weekly, covering thoroughly every part of the territory it represents. It is not a political paper, so far as party politics go, but gives news—home news, county news, state news, and political news. It has fifty assistant editors, or reporters, located in all parts of this great county and prints more items of county news than any other weekly in Nebraska. For sixteen years it has been under its present management.

ADVERTISING RATES.

One insertion only, any size, per inch.....25 cts.
50 inches or less, (more than one insertion), per inch .....20 cts.
More than 50 inches, per inch.....15 cts.
Business notices and readers, one cent per word, each insertion.

The above rates are net. We make no deviations or exceptions. These rates do not apply to e. o. w. ads. Special position given where space averages ten inches each insertion. Under no circumstances will medicine advertising be sandwiched between local news matter.

I never saw a prettier thing than Barnhart Bros. & Spindler's booklet exploiting Barnhart's author's Roman and Italic, and as I pored over its charming perfection, I thought what an unlimited amount of instruction these perfect specimens of printing the big type companies are sending out as advertising matter offer to the wide-awake printers who have a mind

No. 22

to profit by them. I hated to part with it, but realizing that self-sacrifice is the shining jewel among all virtues, herewith, therefore, as Exhibit 22, may be seen one of the admirable ads from this Author's Roman specimen pamphlet. It ought to act as a tonic on any ad-compositor who is feeling a trifle rusty.

And here as Exhibit 23 is the upper portion of the beautiful front page of the second issue of the Barnhart Flyer. Perhaps some of my readers recall a

THE BARNHART FLYER
COLLISION WRECKS LINER REPUBLIC
Two Transfers at Sea for 787 Survivors Who Are Taken Aboard the Damaged Italian Boat
DAMAGED VESSEL IS ABANDONED
ONLY THREE TYPE SERIES DISPLAYED
SEA SWALLOWS UP THE LIPARI ISLANDS
NEW BLOW TO NATION

No. 23

mild censure I leveled at this sheet in a late installment, but I'd like to see the color of the critic's eye who could find any serious fault with No. 2, or sug-

gest an improvement. Surely this issue is very near the ideal mark. Messrs. Barnhart Bros. & Spindler, in acknowledging my late criticism of their paper, thanked me for the rebuke and promised they would benefit by the suggestions offered, and I am gratified indeed to note that they have made good their promise.

I find the *Times* of Franklin, Ill., a very creditable six-column quarto weekly, with patent interior. It belongs to the "clean front page class," and makes a favorable hit with me in the skilled manner in which

THE FRANKLIN TIMES

PUBLISHED FOR FRANKLIN AND SOUTHEASTERN MORGAN COUNTY

FRANKLIN, ILLINOIS, FRIDAY MARCH 12, 1909

HEAD SHUMWAY PAYS PENALTY

FARMER KILLED IN A RUNAWAY DOUBLE TRAGEDY AT PANMEE

CUTTING AND SHOOTING BOUT

$5000 DAMAGE SUIT BROUGHT

LITTLE INTEREST IN PRIMARY

COURIER CONTEST ENDS GOING ABOUT IT RIGHT

No. 24

it arranges its front page matter. Exhibit 24 shows up the beauty of it better than I could possibly tell you. The *Times* offers an extraordinary good local news service, carries a long string of correspondence, and puts up a department of editorials that reflects very creditably upon the ability of Editor Luttrell.

Publisher A. C. Nevin of the Laurel, Nebraska, *Advocate,* is another fellow newspaper-maker who comes in for my compliments and sincere congratulations on the fact that no displayed advertising matter is permitted on the first page of his sheet, and, as may be surmised, other things are equal. The *Advocate* gives an abundance of pure local news, and many news-letters from adjacent precincts. Its pages are well impressed and the abundance of advertising indicates prosperity. And Exhibit 25 shows how well the ads in this paper are set.

COOKING EXHIBITION

GREAT MAJESTIC MALLEABLE AND CHARCOAL IRON RANGE

One Entire Week FEB. 22 TO FEB. 27 One Entire Week

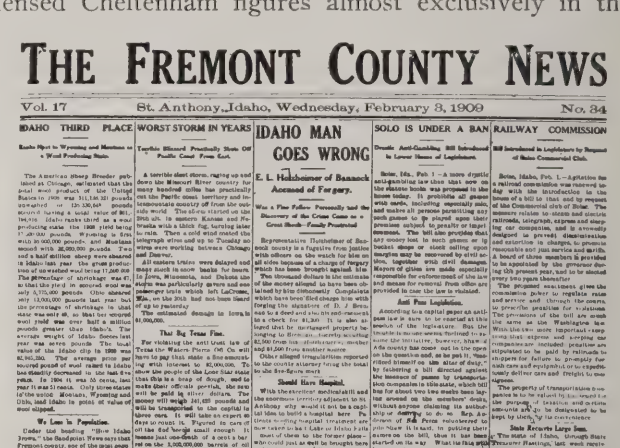
Free $7.50 Set of Ware

Facts About The Great Majestic Range

Everybody Welcome MITTELSTADT BROS. Everybody Welcome

No. 25

The Fremont County *News,* of St. Anthony, Idaho, is an all-home-printed five-column quarto, delightful in every respect, save that displayed advertising matter on the initial page. The *News* is especially pleasing in regard to typography. Bold and Bold Condensed Cheltenham figures almost exclusively in the


THE FREMONT COUNTY NEWS

Vol. 17 St. Anthony, Idaho, Wednesday, February 3, 1909 No. 34

IDAHO THIRD PLACE

WORST STORM IN YEARS

IDAHO MAN GOES WRONG

SOLO IS UNDER A BAN

RAILWAY COMMISSION

No. 26

display, even to the sheet's title and its heads. Barring the displayed advertisement before alluded to, a very neat effect is attained in the make-up of the first page (Exhibit No. 26) and the contents are beyond reproach. An exceptionally able editorial department in double-column pica style; and, by the way, H. J. Metcalf is editor of the *News,* which discovery causes me to wonder if this can be my old-time friend, Herbert, of Lansing, Iowa. E. O. Strong is manager, and copartner in the publication of the *News.* Presswork is first class

And next is a copy of the Crary, N. D., *Public Opinion,* marked "For criticism—ads only." In the main I find the advertisements in this sheet very creditable. The compositor has excellent taste for designing, a fine appreciation of proper display, and an exemplary regard for white space. There are several ads in this issue of the *Opinion* quite worthy of reproduction, but, under the crowded circumstances, I feel justified in confining myself to the exhibition of but two specimens (Exhibits 27 and 28.)

Some Specials for this week at

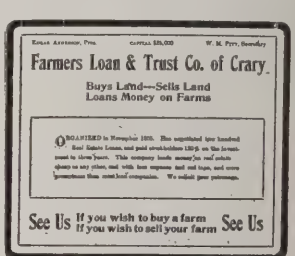
Gile's Cash Store

To be seen on our 10c Counter:

10c 10c 10c 10c

These are all splendid values, some of the articles mentioned are worth as much as 35cts, but all go at TEN CENTS.

No. 27


Farmers Loan & Trust Co. of Crary

Buys Land—Sells Land

Loans Money on Farms

See Us If you wish to buy a farm If you wish to sell your farm See Us

No. 28

The Brooklyn, Wisconsin, *Teller,* a five-column quarto weekly on ready-prints, is another member of the "clean front page" school, and is generally a very creditable little sheet. It sets an abundance of type each week, devoting all of its efforts to the giving of the local news, which it presents in an enticing and relishable shape.

On the 17th of last February the *Democrat-Message,* a creditable twice-a-week six-column quarto of Mt. Sterling, Ill., finished a service of three-score years, and entered in upon its sixty-first year younger, fresher and stronger than ever before, with a new dress, new display type, new column rules, a brand new Babcock press, a new folder and 2,200 actual subscribers. The *Democrat-Message* is therefore something like good wine—it improves with age. The editor said a few timely words in an editorial review on the occasion, summing it up thus: "The world has moved, and the *Democrat-Message* has moved with it."

MORRIS, MANITOBA, CANADA, April 10, 1909.

O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—Since I commenced taking the N. P.-J., three months ago, I have read with a great deal of interest the department conducted by you. * * * I am enclosing an ad for criticism, and would appreciate it if you will point out the defects in it and also offer any suggestions by which I would be able to improve the appearance of the *Herald.*

Thanking you in advance, I am,

Sincerely yours, ROSWELL H. FADDEN.

The advertisement which Brother Fadden submits to my consideration is being shown herewith as Exhibit 29. There is little, if any, very adverse criti-

No. 29

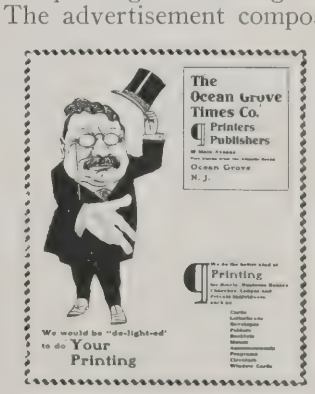
cism to be offered. It looks to me as if the material at hand had been used to pretty good advantage. Of course the ad might have been empaneled, but it is seriously questionable whether the addition of rules would have materially enhanced the subject's publicity value, even if it might have improved appearances. However, I should have liked this specimen better if the main display line had have been somewhat stronger, (even if necessary to have set it in upper and lower, which, any way, is the most desirable in advertisement composition, because most easily read) and the underscore omitted, with the central blocks empaneled, setting the central mass in a face large enough to fill up the central space. Then a comma between the firm name and the address is really necessary to the sense, and wherever the meaning is the least impaired by the omission of a punctuation mark, it should never be omitted. As to the *Herald,* it is never easy to suggest how to improve a sheet when one's knowledge of conditions surrounding its creation is limited, as mine is as pertaining to the Morris paper. However, I would recommend first of all, the gathering and setting of sufficient local news to cover the four home-printed pages, and then the relegation of the half-page ad that now mars the face of the *Herald,* would be practicable; but I do not know whether such a radical departure is feasible for Brother Fadden just at present. With the accomplishment of a clean front page, a hundred suggestions crowd for uterance, as to possible improvements, in the way of making this up, and writing the matter, arranging heads, etc. And then a wide-awake editorial department could occupy one of the inner pages which is now filled with plates. The remaining local pages could be made up with local news-letters secured from reportorial assistants scattered throughout the surrounding neighborhood—and all made up mechanically after my ideal plan as twice or thrice repeated elsewhere in this installation. But possibly all this is impracticable just now for the one for whom I recommend it.

As those who know me can testify, I'm not in the least sportive, though I was about to declare that I'd bet a quarter that my dear old-time friend, J. Albert Hood is responsible, either directly or indirectly, for my receipt of a few copies of the Ocean Grove, N. J., *Times,* for which I'm truly and becomingly grateful, for I've gotten a great deal of pleasure, and I may

THE OCEAN GROVE TIMES
OCEAN GROVE, NEW JERSEY, SATURDAY, MARCH 20, 1909
REV. MR OWENS FOR OCEAN GROVE CHARGE
SILVER MEDAL CONTEST
ECHO OF BOROUGH IN THE SCHOOL ELECTION
FRANK THOMPSON TRIP
SECOND HEARING ON GROVE BOROUGH BILL
BOROUGH BILL HELD BACK

No. 30

even say profit, out of their inspection. Exhibit 30 is a strip off the beautiful front page of this admirable weekly, its striking charm being attributable chiefly to the high rank of harmony attained through the sane choice of a similar face for all display. I haven't had the privilege of seeing more pleasing typography. The advertisement composition is of an

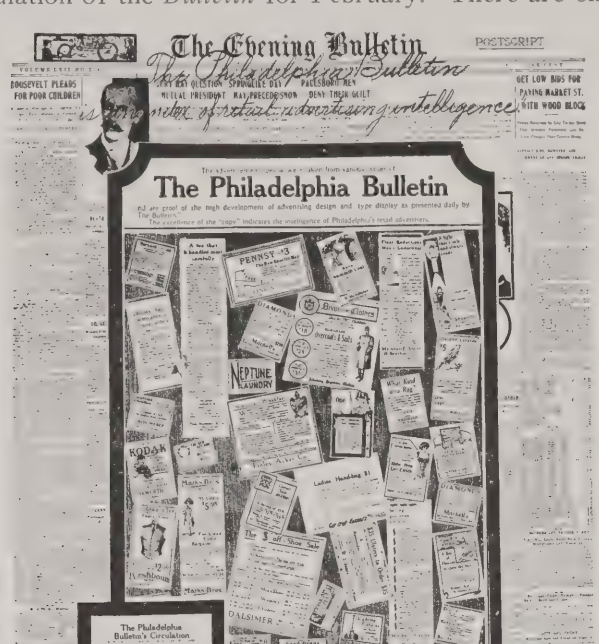


No. 31

out-of-the-rut variety, too. (Exhibit 31). The news service is superlative and the reportorial and editorial simply unapproachable, as is also that achieved in the pressroom. There is little to improve in the *Times,* unless it be the make-up of the pages other than the first one, which could easily be accomplished by the adoption of the method as outlined elsewhere in this same installment.

The slogan that "In Philadelphia nearly everybody reads the *Bulletin*" is becoming more and more to be accepted as a truth, fastening itself in the minds of

all to whom the clever saying has become familiar, especially when the claim is backed up by such convincing figures as 252,989 as the net paid average circulation of the *Bulletin* for February. There are only


The Evening Bulletin
POSTSCRIPT
The Philadelphia Bulletin
is the index of actual advertising intelligence
The Philadelphia Bulletin
The Philadelphia Bulletin's Circulation
252,999 Copies
General advertisers best cover Philadelphia at one cost by using "The Bulletin"

No. 32

about 300,000 homes in Philadelphia. Reproduction No. 32 shows one of the latest advertisements issued by the *Bulletin's* alert advertising manager.

The *Globe,* of Milton, N. D., from various points of view, is at present an extremely fine weekly. A great deal of pride is evidently experienced on the part of the *Globe's* makers in putting up an attractive front page (Exhibit 33) with no displayed advertisements

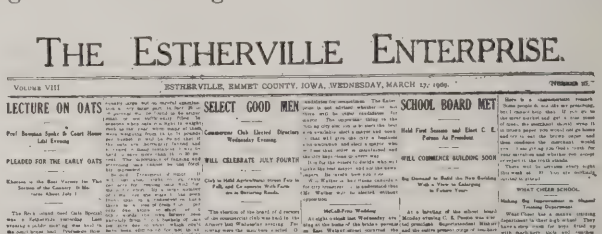
The Milton Globe.
COST OF PRODUCING WHEAT FIGURED BY THE AMERICAN SOCIETY OF EQUITY
SEN. PLAIN'S BILL FOR ERADICATION OF THE CANADIAN AND SOW THISTLES
HENRY STEPHENSON FOUND FROZEN TO DEATH ON SATURDAY MORNING

No. 33

on it, and an eminent degree of art and order in it. As usual, however, not so much care is devoted to making the balance of the paper so sightly, which is, to say the least, rather inconsistent.

On January 14 last, the *Gazette* of Elmwood, Ill., rounded out its thirty-sixth year of useful life, having for the past twenty-six consecutive years been edited and published by Brother M. H. Spence, which is a record not frequently equaled and less frequently surpassed. The *Gazette* is above the average in excellence of contents, maintains a clean initial page, bears a good, legible print, and carries an abundance of advertising matter, which is displayed in a manner indicative of master workmen. I wish the *Gazette* and its worthy publisher thirty-six year's more of prosperity, and then if it please Providence, thirty-six years more on top of that.

But when it comes to a newspaper one can admire entirely and thoroughly, surely one need not look further than the Estherville, Iowa, *Enterprise.* It is now an all-home-printed six-column quarto, and every page has something in it to commend and admire.



No. 34

Exhibit 34 will offer a fair understanding of the modest exquisiteness that pervades this paper's grand front page, whose matchless expanse of pure reading matter is too fine, too utterly chaste, to be polluted by even such positive works of art as an *Enterprise* displayed advertisement (Exhibit 35). My time and space are too limited at this stage of the game this month to enter into a prolonged eulogy of this charming speci-

EARL C. BRYANT
Advance Spring Showing of Silks and Jackets
Faustina Satin
See Our 45-Inch Spring Coat
New Spring Jackets
$12.50
Jamestowa Dress Goods
Black Taffeta Specials
Ribbon Special
No Better Time Than Now to Buy a Nice Suit
We Were First to Show New Spring Goods
$18.00 to $35.00
Grocery Department
We are Agents for the Famous Lambertville Rubber Boots and Rubbers, Guaranteed Snag Proof, and the Best that Money Can Buy

No. 35

men,—and what's the use, anyhow, since, with the one common exception of the mechanical make-up of its other pages than the first, there's naught that I could suggest for the better? Suffice in leaving this model publication to add that editorially and in point of contents, presswork and all, there is nothing found less praiseworthy than the typography, and that has already moved me to enthusiasm.

OBSERVER is a pretty good name for a newspaper. It is the name adopted by a new paper at Trumbull, Neb., with C. H. Stall as publisher, C. H. Richards, editor, and A. M. Brooking assistant editor. This word observer covers in its meaning very much that is important to the making of a newspaper that will command confidence and respect and establish and maintain that most valuable asset of a newspaper, a reputation for candor and reliability.

Courtesy of C. M. & St. P. Ry. Bird's-Eye View of Portland and Mt. Hood

An observer is one who "pays attention, to anything; especially one who is engaged in, or trained to habits of, close and exact observvation."

We know of fewer higher qualifications for a newspaper maker than that of close and exact observation. It is a lack in this very thing and its neglect, by writers, editors and reporters, that leads to the outcry against the errancy, the unreliability of the press.

This first issue, Vol. I, No. 1, of the *Observer*, that has reached our desk presents a very neat appearance and the usual opening "announcement" on the editorial page contains some excellent, practical, principles or maxims for a home paper, as follows:

> First, our motto will be, "Boost," and our object will be to Boost Trumbull first, last and all the time in every way that is legitimate. We will stand for no knocking, but will expect every citizen in town to lend a helping hand.
>
> Politically, we will try to conduct our paper in a non-partisan manner, saying a good word for every one and everything that favors our town or community.
>
> The same in matters pertaining to religion and we reserve the right to criticise anything that tends to lower or degrade the morals of our citizens.
>
> Our object is to conduct a Trumbull paper, for Trumbull people.

Boosting is the mission of the press, first through information, then through wise exploitation of opportunities and needed improvements, and then through encouragement and promotive publicity.

* * *

The press can not go far wrong in advocating a genuine, patriotic public spirit and service. That way honor lies. Wise retrenchment and intelligent, economic management are more essential in the management of Governmental, than in the management of private affairs. Government is nothing, after all, but business, the business of the whole people. As in all business there should be discreet liberality, but this is very different from unnecessary waste. Whatever is paid or received by the administrators of Government, over and above the value of services, is simply theft, yet men will deliberately steal in this way from their city, state or the United States, and still claim to be honest men and devoutly Christian. *Frank Leslie's*

Weekly of April 22nd, gave a striking illustration of this public dishonesty, as follows:

We have at hand a report on the administration of one of the smaller bureaus of the Federal government—that which looks after its printing business. No one can read this report without amazement mixed with indignation. The cost of public printing and binding has risen from $300,000 in 1850 and $3,000,000 in 1890 to $6,000,000 in 1908—an increase of twentyfold, while our population has increased only fourfold. Much of this work has been done in violation of the law, and so much of it was unnecessary that two years ago more than 9,500 tons were piled up as worthless. These documents would have filled three miles of freight cars. The accumulation of needless documents printed in excess of the demand for them is such that 3,000,000 volumes must be sold to save storage expenses. The commission discloses that the estimates made by the department were small, while the expenditures were always large; that official publications were loaded up with valueless matter, and that the expenditures of the public printer's office have regularly exceeded the charges made for work done, as it was left for him to fix upon the product of the office any charges which might suit his fancy. This is the experience of one department of the Federal government. In the State of New York also the public printing has become an abuse of such magnitude that it deserves an investigation.

There are many things that the Government could do for the people more economically than the same thing could be done by individuals, but so long as Government is looked upon as something separate and apart from the people, and all that can be filched therefrom is considered so much gain, the less the Government undertakes the better. We suppose that this idea of Government is an inheritance from the past, when all Government was supposed to belong to a separate group or class who held by conquest or inheritance and hence anything that could be wrested from the rulers was that much gain to the subjects. It is different when the people, through their representatives, hold the taxing power and have to pay all the bills.

* * *

While making everybody else famous, newspaper workers, with all their power, influence and usefulness, remain little known to the general public. Sometimes, after a quarter or a half a century of service, those, who have been served remember them at a banquet with spoken words of praise. This seems fitting and we are glad to record such incidents. They are generally replete with instruction and reaveal the sources of most that has been accomplished in public life, in the industries, in commercial accomplishments and in educational and other improvements. Just the other day, Geo. F. Babbitt, for twenty-five years an editorial writer on the Boston *Herald,* who had been thirty-seven years steadily in newspaper work, retired and Col. Wm. E. Haskell, publisher and the responsible head of the paper, tendered him a banquet at the University Club. Then the public were informed of Mr. Babbitt's work, and the Governor of the State, two former mayors of Boston, Nathan Matthews and Josiah Quincy, Police Commissioner Stephen O'Meara and other men prominent in public life did him honor. The *Editor and Publisher* of New York records the facts that many prominent men spoke in his praise:—

"The first speaker of the evening, Robert G. Fitch, one of the editors of the *Transcript* and an associate of Mr. Babbitt on the Post thirty-seven years ago, paid an affectionate tribute to his old-time friend. He was followed by Arthur Warren, the associate editor of the *Herald;* Josiah Quincy, Nathan Matthews, Dr. Morton Prince, Dr. Samuel A. Durgin, who dealt with Mr. Babbitts' long service on the board of health; Col. Frank B. Stevens, Col. John T. Wheelwright, Police Commissioner O'Meara, Prof. Arlo Bates, George P. Horris, Philip Hale, G. Howard Walker, Herbert S. Kempton and Joseph Smith.

"Mr. Babbitt thanked his friends for their tribute in a response of much feeling."

How very many faithful editors pass through life without even such recognition? Yet they are not without their reward. Useful work, a life of accomplishment is in itself the highest satisfaction. The Great Teacher, when He knew that the hour approached to leave his work as finished—though, so far as this world was concerned, there had been no recognition and He was without honors or position, or worldly possessions, having not even a place where to lay his head and facing arrest, imprisonment, scourgings, and an ignominious death—called his desciples around Him and said: "Peace I leave with you, my place I give unto you; not as the world giveth, give I unto you." It was the "peace" coming from a pure, righteous life of service, of love, of sacrifice, every duty performed, every right upheld, every wrong denounced, every good thing proclaimed; of deeds of mercy, healing the sick, comforting the disconsolate, pointing the way to better, higher, holier living, that He left with these desciples. It is a peace that nothing else can bestow, and it is above all other earthly possessions, or the praise of men. From the human viewpoint He could not even foresee the accomplishment of his mission, only through the knowledge that the eternal principles underlying the truths proclaimed and lived must in the end succeed.

* * *

The East Prairie *Eagle* republishes an article from an exchange that serves to illustrate why the newspaper is not always boldly truthful as well as why "The Public" is "The Newspaper Problem" spoken of interestingly and instructively in our leading article this month:

Did you ever read a wedding notice that departed much from the following: Miss Esti Mable Good and Mr. Sterling Worth were married last evening at the home of the bride's parents, Mr. and Mrs. Swell, on Prosperity Avenue, Rev. Mr. Big Fee officiating. Or did you ever read a school entertainment where the exercises did not "reflect credit on the teacher," or of a social gathering that was not a "most-enjoyable-event," or of a rich red-headed girl whose "auburn tresses" were not much admired, or of a funeral where the deceased was not the embodiment of all virtues and where the bereaved relatives did not have the sympathy of the entire community? asks the Lindborg *News.* No, and you

never will so long as you will insist on tearing the printer man's eyes or stopping your paper every time he tells the truth, unless it is something about your neighbor and then you are mightily pleased and come around and tell the editor: "That was a hot shot you gave old Brown. Served him right, too." But if you stop to notice you will remember that you never told the writer such a thing when anybody could hear you. You were afraid to, weren't you? And you don't want the truth. It is so, even if you are a good Christian, yourself, you want the poor journalist to risk his immortal soul and lie about you. Want him to go to hell vicariously, don't you?

* * *

Mr. J. M. Bridgman has bought *The American* of Brookville, Ind., of Edward J. Hancock, who retires on account of poor condition of his eyes, the unfortunate result of a severe attack of hay fever last fall. Mr. Bridgman, though engaged in school work, for many years occupying the position of Superintendent of Schools at Polo, Ill., has had newspaper experience, is a strong writer and likes the work. He only steps from one branch of educational work to another. The retiring publisher says of his successor and the future of the paper:

"He is a defender of home institutions and the home merchants and the retiring publisher hopes that he will be cordially received and accorded the deserved support and that the *American* will enjoy the most generous and loyal patronage of any preceding era of its existence, which began more than three quarters of a century ago.

"Mr. Bridgman believes the *American,* as it has been conducted, to be a good county newspaper and will take from it none of the qualities that have made it such, but will add at every opportunity new and desirable features. He will continue our efforts to make it 'better and better' and see that it more nearly covers the county.'

One last word to the people of Franklin county—I have made every effort within me to give the people of Franklin county a good newspaper. They have generously appreciated it and with their assistance the *American* has attained the distinction of being one of the foremost newspapers in eastern Indiana."

Here are some excellent, concrete, newspaper ideals, that will repay noticing and remembering.

* * *

It would appear from a bill introduced in Congress by Harry M. Coudrey of the Fifteenth Missouri District, that he has a grudge against the press of the country or is grossly ignorant of the publishing business, its requirements and limitations. The bill is H. R. 5470, introduced in the House March 19, 1909, and seeks to regulate advertising "in interstate commerce or within the District of Columbia or territories or dependencies of the United States.". So far as it is sought to make advertising decent, unobjectionable, moral and honest, the object may be commended, but when it is undertaken to place on publishers the burden of proving that every statement, in every advertisement published, is absolutely true, without exaggeration or misleading statements, it is sought to impose that which would be unjust; that could not be borne and that would make it a great risk for publishers to accept any advertisements that claimed for the articles advertised any qualities of value or excellence whatever. There are contradictory views as to values and the proverb is very old that says, "The purchaser must be aware;" he must be on his guard. What might be regarded by the seller as the absolute truth, many a time would be regarded by the dissatisfied purchaser as false, especially if, after the purchase, he concluded he did not want, could not afford or did not know how profitably to use the article. Here is in brief the provision of this proposed new law to regulate advertising:

Sec. 2. That all persons, firms, corporations, and associations are hereby forbidden to print or otherwise to produce for interstate circulation or for transmission into the District of Columbia or any territory or dependency of the United States, or, for the purpose of interstate commerce or commerce between a state and the District of Columbia or any territory or dependency of the United States, to publish, use, circulate, display, or transport, or to cause to be printed or otherwise produced for interstate circulation or for transmission into the District of Columbia or any territory or dependency of the United States, or, for the purpose of interstate commerce or commerce between a state and the District of Columbia or any territory or dependency of the United States, to be published, used, circulated, displayed, or transported, any fraudulent, false, or misleading advertisement or advertisements or any advertisement or advertisements which is or are objectionable or pernicious as hereinafter defined, and each violation hereof shall constitute a misdemeanor and be punishable by a fine of not less than $100 being left to the discretion of the court; Provided that in all cases where the violation is for the sake of direct profit as by pay for production, publication, transportation, or the like, said fine shall always be of an amount not less than three times the amount of such pay, unless treble such pay should fall below the prescribed minimum fine of $100.

Sec. 3. That each day's continuance of the production, publication, use, circulation, display, or transportation of an advertisement or advertisements such as prohibited by this act shall constitute a separate offense thereunder.

There is a lengthy enumeration of "Among the Kinds of Advertising" intended to be prohibited by the act; some of the kinds being such as no honest, self-respecting publisher would accept or print, as the following:

Advertisements of remedies for diseases or treatment for diseases wherein symptoms of diseases are enumerated, or wherein claims of superior professional skill are made, or where offers of "no cure, no pay," "money back if not cured," or "contract of cure," or similar offers are published; advertisements in which are contained so-called guaranties or promise to guarantee a cure of disease, or references, direct ir indirect, to private diseases of men or women, as when the words such as man medicine, diseases of men, irregularities of women, disordered male or female functions, or the like, are used, or fictitious testimonials as to effectiveness of any remedy or treatment for any disease; advertisements of seers, clairvoyants, fortune tellers, mediums, or the like, wherein are contained any so-called guaranty or promise of guaranty, assurance, or claims of ability to predict future events, or claims of miraculous or unusual psychic power; advertisements, offering employment wherein is contained a so-called guaranty of results, or where money or other equivalent is asked to be paid in advance for samples or outfits.

Such lines of advertising have come to be considered by all decent newspapers as either fraudulent or, to be refused on the grounds of immorality.

When publishers are to be put on the defensive, to prove the truth of all statements made by advertisers that are put in question by dissatisfied purchasers; to be prosecuted as criminals and mulcted in fines and three-fold penaltis, if they fail to prove the advertisers' assertions all true, it is quite another thing.

To show the impossibility of compliance, note the following enumeration in the act itself, letting alone the thousands of other deceits, that might be used, entirely beyond the province, if not the possibility, of publishers to ascertain their truth or falsity:

Within the meaning of this act, an advertisement shall be defined to to be any means of publishing or giving notice or information of certain things, and shall include oral as well as physical forms of publication intended to reach a plurality of persons. Among the kinds of advertisements which, within the meaning of this act, shall be deemed either objectionable or pernicious, or both, and prohibited thereby are the following: Advertisements of "damaged goods" sales, of "fire sales," "bankrupt sales," and the like, where merchandise not a part of such "damaged," "fire damaged," or bankrupt stock," or other stock represented in the advertisement is offered, represented, or sold as a part of such stock; advertisements stating former selling values or former worth, in excess of recognized trade standards of such selling values or worth, or where valuse or worth are stated and are represented as worth more than such prices at which the goods or commodities advertised were sold in the regular course of business to numbers of persons within a period of 18 months prior to the date of such advertisement; advertisements which represent merchandise to be other than as stated upon labels or other markings upon containers or packages of such merchandise, as in the case of food labeled and sold in compliance with pure-food laws of the United States or other jurisdiction; advertisements wherein is contained any statement or statements of quantity or quality of merchandise to be sold, and containing exaggerated or false statements of quantity, or where the goods offered are seconds, inferior quality, or otherwise not of standard quality and such facts are not disclosed in the wording of the advertisement; advertisements offering for sale any merchandise or other commodity described as of one material or substance only, when it is a combination of two or more materials or substances, especially where the undisclosed material or substance is an adulterant or material used to cheapen the merchandise or other commodity, as in instances where goods are represented as "all wool" goods, but are "cotton and wool;" advertisements containing statements as of fact, when it is a matter of opinion, unless clearly stated as opinion, as where the words "The best in the world," "finest cheviots," and so forth, are used; advertisements in which are contained so-called guaranties or promise of guaranty of future increase in value of shares, stocks, bonds, real estate, merchandise, or other commodity; advertisements predicting future greater values or stating present value of other commodities, and wherein is contained, as an incentive to purchase the stocks, bonds, lands, merchandise, or other commodities, a description of the procedure, success, or results of any similar enterprise or process of manifacture or similar merchandise.

We believe that no publisher should, nor can afford to accept or print an advertisement in any way tainted with fraud and should be especially on his guard against all patent or proprietary medicine advertisements, or any article that may do an injury to buyers; should not be so desirous of gain as to enter into partnership with rogues to defraud his patrons, but there is always a line beyond which a buyer must look out for himself.

If any misrepresentations are made in the sale of goods, an action for damage in the courts will always be open for the relief of the purchaser, but government can not attempt, through special penal statute, to guard every citizen against possible imposition or loss in his purchase. There is too broad a margin as to possible misunderstanding or disagreement as to values, conditions and facts.

THE BILLBOARD MUST GO

The newspapers of this country have every reason to support the bill introduced by Senator Heyburn, of Idaho, providing for a tax on advertising signs. In foreign lands these signs are taxed and afford a considerable public revenue. Senator Heyburn proposes a tax of two cents per superficial square feet on signs advertising products which enter into interstate commerce. The taxes are to be paid to the United States treasury, and to be collected annually. This new source of revenue might well be considered in connection with the effort to revise the tariff and re-impose war taxes of an objectionable character. Throughout the country an effort is being made to suppress the advertising-sign nuisance. It has been tolerated altogether too long. It meets no public want, because the newspapers, magazines, and other publications are the legitimate channels for the use of the advertiser. They contrubute to the education of the people and to the prosperity of the nation. If the press will stand solidly behind Senator Heyburn's bill, its passage will be assured, and it will be effective in suppressing what has come to be an intolerable nuisance. The billboard must go!—*Editor John A. Sleicher in Leslies Weekly.*

A POPULAR EDITOR

It is Judge Green now, the people of Brookhaven town, by their ballots, having authorized Lemuel B. Green, editor of the Patchogue *Argus*, to don the ermine of a magistrate He is now a justice of the peace-elect and ex-officio a member of the Brookhaven town board. Squire Green is famous as a "j'iner"—holding membership in nearly a dozen fraternities and organizations, and laterly as president of the aggressive Suffolk County Board of Trade, has been much in the public eye. His friends are congratulating him upon the fact that his dish was right side up during Tuesday's rain of "political pudding."—The Brooklyn N. Y., *Daily Eagle.*

The South Bend Chamber of Commerce recently conducted a contest in the three South Bend dailies to obtain a fitting slogan for the city. Identical coupons appeared daily in each of the dailies for several weeks with a request that slogans be written upon them and mailed to the paper publishing the coupan used. A prize of $10 was offered the winner. The Chamber of Commerce directors received 1,623 coupons. The returns brought to light an interesting situation, and one which must appeal forcefully to advertisers, with reference to the popularity of South Bend's three dailies. Of all the coupons returned, 16.4 per cent were cut from the *News*, a morning paper; 29.4 per cent from the *Times*, an afternoon paper, and 54.2 per cent from the *Tribune*, also an afternoon paper and the oldest daily by many years in South Bend. The returns showed that 4.2 per cent more than half the coupons were cut from the *Tribune*.

READS EACH ISSUE FROM "KIVER TO KIVER" —THE TEXAS PRESS CONVENTION,

THE TEXAS PRESS ASSOCIATION, OFFICE OF SECRETARY,

RICHARDSON, TEXAS. April 19th, 1909.

Hon. B. B. Herbert, Edt. National Printer-Journalist, Chicago, Ill.

DEAR SIR:—Your statement to hand for subscription to your Journal. I am enclosing you check for the amount due, $2.00. The Journal is a very valuable adjunct to a country shop as well as to the job and larger departments. I find many interesting articles in the Journal and read each issue from "kiver to kiver."

I am enclosing a program of the next meeting of the Texas Press Association, at Marlin. Would be glad that you could make arrangements to be with us.

Yours truly, SAM P. HARBIN,
Sec'y. Texas Press Assn.

Marlin, May 27-28-29.

T. P. A. PROGRAM, 1909.

THURSDAY, MAY 27, 1909.

Association called to order promptly at 8:30 A. M.
Prayer
Welcome address
Response, Sumner Lansdale, McKinney.
Annual address, Association President.
Roll call.
Appointment of all committees.
Music by Marlin Orchestra.
Adjourn for dinner.

AFTERNOON SESSION.

Call to order at 1:30 P. M.
Music by Orchestra.
2 P. M.—"Does a Good Make-up Help a Paper as Much as it does a Woman?"—Joe Sappington, of Temple.
"The Advantages of Assisting Merchants in Preparing Copy for Advertising"—Senator Perkins, of McKinney Daily *Courier-Gazette.*
"Is a Clean Office Worth While?"—Thos. B. Lusk, of Italy *News-Herald.*
Report of all committees and officers and election of new members.

THURSDAY NIGHT.

Banquet and Reception by Marlin Citizens at Arlington Hotel.
Violin Solo—Little Cadel Yantis, daughter of Hon. R. E. Yantis of Athens *Review.*

FRIDAY, MAY 28, 1909.

Association called to order promptly at 8:30 A. M.
Thirty minute concert by Marlin Orchestra.
9 A. M.—Annual Essay, Miss Margie Neal, Carthage *Register.*
"The Press and Rural Life," Clarence Ousley, Fort Worth *Record.*
"What I Think of Schemes to Get Subscribers," Maid J. Allen, *Commerce Commercial.*
Oration—J. R. Ransome, Jr., Cleburne *Enterprise.*
Annual Poem—R. H. McCarty, Weatherford *Democrat.*
"Should We Still Take Wood on Subscription"—S. J. Thomas, *Comanche Chief.*
"Is a Pretty Country Paper Worth the Trouble it Costs?"—W. H. Whitley, Wolf City *Sun.*
Adjourn for dinner.

AFTERNOON SESSION.

Call to order at 1:30 P. M.
Violin Solo—Cadel Yantis.
Thirty minute concert by Marlin Orchestra.
Adjourn for trip to Country Club, as guests of Marlin, for Fish Fry and Supper.

SATURDAY, MAY 29, 1909.

Association called to order promptly at 8:30 A. M.
Concert by Marlin Orchestra.
9 A. M.—Selections from Judd Mortimer Lewis, an interpretation by Prof. J. F. B. Beckwith, Chair of Oratory, Baylor University.
"Why the Infatuation of Newspaper Work"- John P. Cooper, *Western Reporter,* Anson.
Reminiscences—Col. B. C. Murray Denison *Gazetteer.*
"The Challenge of the Sky Line" and "Schools of Journalism," Walter Williams, Chair of Journalism, University, Columbia, Mo.

AFTERNOON SESSION.

Called to order promptly at 1:30 P. M.
Music by Orchestra.
"The Next National Meeting," at Seattle—Will H. Mayes, Brownwood Bulletin.
Election of officers. Selection of place of next meeting.
Song—"God Be With You Till We Meet Again."

Mt. Rainier, from Seattle (Mt. Tacoma)

On this afternoon the citizens of Waco will extend the courtesy of a special train for a visit to that city. Train to leave immediately after adjournment of Association. Announcement of the arrangements will be made at beginning of to-day's session.

Byron Williams, a Chicago newspaper man and contributor under the pen name of "Uncle By" has been elected president of the village of Glen Ellyn.

With the sight of one eye destroyed and that of the other seriously impaired, results of an assault said to have been made on him at the instigation of politicians angered by his editorials, William D. Merrell, veteran editor of the *Courier,* Prairie du Chien, Wis., has been in Milwaukee consulting oculists. This is the first time Mr. Merrell has been able to leave his home since last fall, when the assault was committed. The presidential campaign in Prairie due Chien was a hot one, and this democratic editor, with many of his party associates, refused to support Bryan, Mr. Berrell says. For the first time in forty years, Prairie due Chien failed to go Democratic. Mr. Merrell's friends say that, angered by his editorials, the Bryanists and Prhibitionists hired a "liquor soaked tramp" to assault the editor when alone in his office.

BUSINESS AND OTHER NOTES

New officers of the Chicago Press League were elected at the annual meeting. Those named were: President, Mrs. Ella Lane Bowes; First Vice-President, Miss Leta Wellers; Second Vice-President, Dr. Eliza H. Root; Recording Secretary, Mrs. Mary Hayes Davis; Corresponding Secretary, Mrs. Rena S. Tuthill; Treasurer, Miss Florence King, and Directors, Mrs Jennie Green, Mrs. Laura Willoughby Green, Mrs. Laura R. White, Mrs. Mary Onahan Stallary, Mrs. L. Colby and Mrs. Jennie Donahue.

Thomas E. Knotts, president of the Gary, Ind., town board, has announced that within a short time he will begin the publication of a Democratic paper to be the official organ of the party in the northern end of Indiana and probably of himself in his campaign next fall for Mayor of Gary. The election will make Gary a city and Mr. Knotts wants to be its first mayor.

The Chicago *Citizen,* founded twenty-five years ago by the late Colonel John F. Finerty, has changed hands, Mrs. Finerty and her son disposing of their interests to John F. Quinn of Joliet. John P. Autton, who has been editor since the death of Colonel Finerty, will continue in that capacity. James A. Hogan has been chosen president, to succeed Walter J. Gibbons, and Mr. Quinn is vice-president.

Mrs. Ella Lane Bowes, who has been elected president of the Chicago Press League, is the wife of Frederick K. Bowes, and lives at 541 West Adams St. She is well known in club circles and founded the Chicago Culture Club, of which she has been president and which she has represented in the state convention of woman's clubs. Mrs. Bowes is also well known as a member of the Daughters of the American Revolution.

Charles Lowry, a well known, popular newspaper man in Elgin, Ill., was the unanimous choice for president of the Elgin Press Club, at its annual business meeting and election of officers. The organization is planning to expand, and various methods of how to broaden the membership clause of the constitution were discussed. The matter will be acted upon at the next regular meeting, May 8th. The other members of the "pencil pushers" organization honored with office are: Vice-president—Colvin W. Brown, Secretary and Treasurer—Miss Lillian I. Johnson. Board of Directors—B. A. Pratt, Chairman; Dr. R. C. Brophy, Lee B. Judson, Bertram Yarwood and Franklin Sorn.

Edwin J. Doering, publisher of *The Medical Reporter,* Chicago, and Miss Edna T. Jeffery, daughter of E. T. Jeffery, Chicago, slipped away quietly to Milwaukee and were married. They returned and went to the Doering home, 1205 Ridge Avenue, Evanston. Mr. Doering declined to give out any information about his marriage but his mother said: "My son has known Miss Jeffery ever since she was a child. They did not elope. Both families knew they were going and approved the match. Their reason for desiring a quiet wedding was that there was serious illness in the Jeffery family."

Notice of the dissolution of the Vorwaerts Publishing Co. of Milwaukee has been filed in Madison. Hitherto the two papers, the Social Democratic *Herald* and *Vorwaerts,* have been published by the Social Democratic Publishing Co., and the Vorwaerts Publishing Co. This practically has been one company with two names and has caused extra trouble and expense in the bookkeeping department. To do away with this the name, Vorwaerts Publishing Co., has been changed to Social Democratic Publishing Co.

The will of the late Richard Michaelis, publisher of the Chicago *Staats Zeitung* and *Freie Presse,* has been filed in the probate court at Chicago. It disposes of property worth $85,000, but within the two months immediately before his death Mr. Michaelis gave over $100,000 to his wife and children. The will provides that after the death of Mrs. Michaelis the estate is to be divided among the three children, Mrs. Hedwig Baumann, Mrs. Helena Landweer, and Walter Michaelis.

"The Girl from Gotham," a musical comedy by Mrs. Mary Moncure Parker, was given under the auspices of the Illinois Woman's Press Association at the Garrick Theater, Chicago, for the bentfit of a fund to secure down-town quarters for the Association.

Arthur Capper, publisher of the Topeka *Capital,* and Ex-United States Senator W. A. Harris, have been appointed a special committee to select a new president for the Kansas Agricultural College. They announce they are looking for the best man in the country, and will visit some of the country's leading agricultural colleges.

The *Journal,* an afternoon daily which began publication in Mishawaka, Ind., Nov. 16, 1908, has suspended. This is the second daily venture in that prosperous and progressive manufacturing city that has proven a marked failure. Mishawaka is so close to South Bend and the field is so thoroughly covered by the *Tribune* and other South Bend papers that it is virtually impossible for a daily to be successfully issued in the town.

The Boston Staple Binder, an advertisement of which is printed on another page, is a product of the makers of the popular Boston Wire Stitcher. It is the nearest approach to a wire stitching machine yet devised, and it is difficult to distinguish its work from the best wire stitching. American Type Founders Company, general selling agent, will furnish circulars, etc., upon request.

SUCCESSFUL PUBLISHER FAVORS WESEL.

All the great newspaper offices favor Wesel machinery and materials, because Wesel is always in advance in time-saving devices and every thing he builds is made extra strong to withstand the extra wear and tear of a newspaper plant. The impression has gone out among the lesser establishments that Wesel caters entirely to the big fellows. This is a wrong idea, for Wesel makes and sells every thing for newspaper and commercial printing and is better able to outfit a small plant than those firms who never get a look in on a really big order. Every body, small or big, can get better value from Wesel because his manufactures are more durable. Wesel is now filling the largest order ever placed by a newspaper for a composing room equipment, which includes every thing except types, rules, and make-up tables and chases, which were previously ordered. This equipment will cost the Boston *Globe* $12,600. It is all iron, and nearly every piece is of special design. The newspaper publisher whose business is progressing will want stereotyping outfits, and photo-engraving plants, automatic proof presses, mailing room electric proof presses, and they ever do well to remember that Wesel's is positively the only establishment in America that can, from its own manufactures and stock , supply these necessities of progress in newspaperdom, as well as chases, composing sticks, galleys, and every small item used by the printer. Wesel's specialty is supplying materials above the average in quality at the same prices charged for the average.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EMPIRE LINOTYPE SCHOOL, 419 First Avenue, New York. Established 1906; $16,000 equipment; Technical School exclusively. Get our remarkable offer.

EDITORIAL WRITER, otherwise employed, would contribute to independent paper, regularly or as desired, at nominal price. Any amount; typewritten copy; always on time. Address, "G," care NATIONAL PRINTER-JOURNALIST.

WANTED—TWO-COLOR PRESS, TAKING SHEET not less than 42x56. A. F. Wanner & Co., Printing Machinery, 342 Dearborn St.

FOR SALE—40x52 HUBER LATE STYLE. NOW IS YOUR chance to get a bargain; also a 46x62 two-color with motor and feeder. Address, K, National Printer-Journalist.

COMPLETE ELECTROTYPE PLANT FOR SALE; ALL modern equipment. A bargain. Address C, National Printer-Journalist.

FOR SALE—35 x 47 WHITLOCK TWO-REVOLUTION Press, late style; good as new and guaranteed. Address O, National Printer-Journalist.

FOR SALE—14½x22 C. & P. Jordon, Vibrator, side steam; also 7x11 C. & P., 13x19 inch Gally, and 28½ inch Sanborn Lever Paper Cutter. Address N, National Printer-Journalist.

FOR SALE—24x36 Campbell Pony and 37x52 Century. Thoroughly rebuilt and guaranteed. Address R, National Printer-Journalist.

FOR SALE—Folding Box, Mfg. Plant, equipped with 12 cylinder presses, five of them two-color. Scoring and Gluing Machines. Electrotype Plant. 3 C. & P. Job Presses. 44 inch Seybold Cutters. Type, Cabinets, Imposing Stones, Chases. Everything complete and practically new and capable of turning out one to two cars of finished goods each day. Address A, National Printer-Journalist.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

EN GRAVING METHODS.

ANYBODY CAN MAKE CUTS WITH MY SIMPLE Transferring and Etching Process; nice cuts from prints, drawings, etc., are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs, any drug store, 75 cents. Circulars and specimens for stamp. My Simplex Mailer only $2.50. THOMAS M. DAY, Box P, Windfall, Ind.

DOUBLE YOUR SUBSCRIPTIONS and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, Ky.

RAPIDLY GROWING

Pennsylvania daily without competition in excellent small field. Volume of business now over $9,500.00. Will probably reach $15,000.00 within a relatively short time. Can now be bought for $8,000.00; $5,000.00 cash, balance deferred in such manner as will allow it to be paid out of the income from the property. An opportunity to double value of a property in a few years.

Proposition No. 481

C. M. PALMER, Newspaper Broker

277 Broadway, New York

A RICH OPPORTUNITY

The printer has the richest opportunity for effective advertising imaginable—the equipment is all at hand and he can do the work at cost. All he lacks is our monthly color-cut-and-copy service to connect him with this great opportunity, and "cash in" handsome dividends. Cost very low. Samples and details free.

FRANK H. ARMSTRONG ADV. CO., DES MOINES, IOWA.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.

LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,

317 W. 124th St., - New York

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Masterpieces in Type

The type faces which we have designed for printing in imitation of lithography are recognized as masterpieces. If you haven't seen them, send for specimens of

Litho Roman

Bold Litho Condensed Litho

TITLE LITHO ROMAN

You cannot afford to be without one or more of these trade winners.

Inland Type Foundry

SAINT LOUIS CHICAGO NEW YORK

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

Good Envelopes
and
Where they are made
BOURKE-RICE ENVELOPE COMPANY.
MANUFACTURERS AND PRINTERS
ENVELOPES AND PAPER GOODS
JACKSON BL. AND CANAL ST.
CHICAGO

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns
who do their own printing

GOOD WORK AND PROMPT SERVICE

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

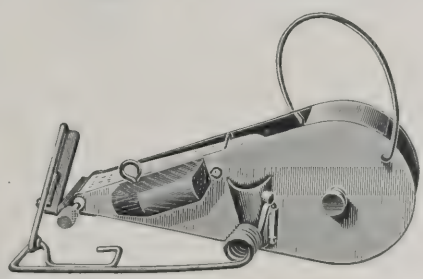
Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25 00

Write me for particulars.

Manufactured by **N. J. DOBEL,**

3 Massachusetts Avenue, - - BUFFALO, N. Y

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

CAMPSIE'S

VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST

Station X **CHICAGO, ILL.**

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY

LON SANDERS, PRESIDENT

221 OLIVE STREET, ST. LOUIS, MO.

Are you enjoying the advantages afforded by our magnificent line of

COVER PAPERS?

If you are not, you are unnecessarily making an arduous task of the very important matter of choosing suitable covers. . We make this work easy for you. Write us and we will tell you about it

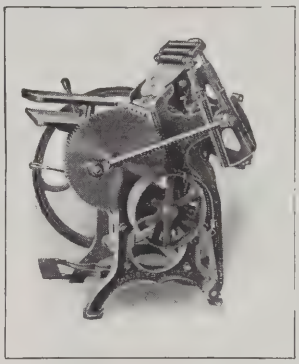
Distributors of "BUTLER BRANDS"

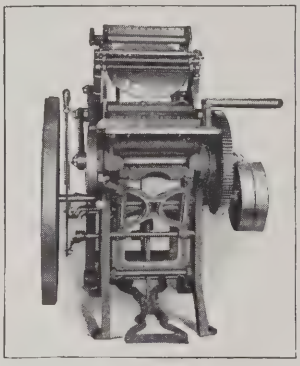
Standard Paper Co., Milwaukee, Wis.
Benedict Paper Co., Kansas City, Mo.
Southwestern Paper Co., Dallas, Tex.
Southwestern Paper Co., Houston, Tex.
Pacific Coast Paper Co., San Francisco, Cal.
Sierra Paper Co., Los Angeles, Cal.
Oakland Paper Co., Oakland, Cal.
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co., Seattle, Wash.
American Type Founders Co., Spokane, Wash.
American Type Founders Co., Vancouver, B. C.
National Paper & Type Co., (Exp. only) N. Y. City
National Paper & Type Co., City of Mexico, Mex.
National Paper & Type Co., City of Monterrey, Mex.
National Paper & Type Co., Havana, Cuba

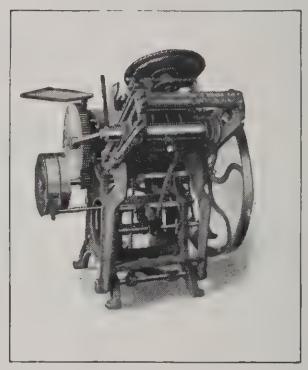
J. W. Butler Paper Co.
Chicago

THE PAPER MARKET

The MOST POPULAR PRINTING MACHINERY MADE

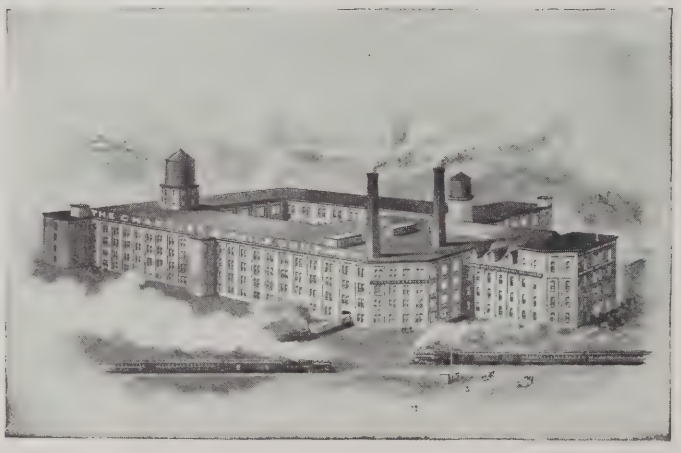






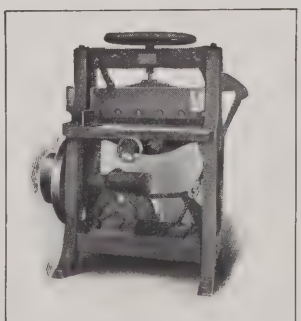
THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES

THREE SIZES
23 inches, 26 inches and 30 inches



OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space

THREE SIZES
23 inches, 26 inches and 30 inches

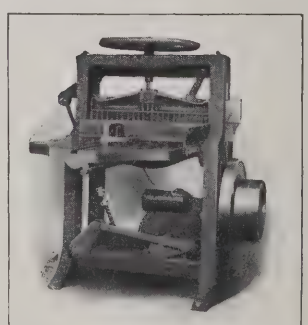


THREE SIZES
30 inches, 32 inches and 34 inches

THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.



THREE SIZES
30 inches, 32 inches and 34 inches

IT IS IN THE MAKE

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri. Great Western Type Foundry, Omaha, Nebraska. Minnesota Type Foundry Co., St. Paul, Minnesota. St. Louis Printers Supply Co., St. Louis, Missouri. Southern Printers Supply Co., Washington, District Columbia. The Barnhart Type Foundry Co., Dallas, Texas. National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast: Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Distribution is a special feature of the Optimus.

The composition ductor takes ink from the fountain to the steel vibrator on the first pair of table rollers. The contact is made at the instant the bed is at the reverse *and the vibrator still,* and lasts until the bed reaches the opposite extremity of its travel. During this half of each impression the ink is diligently worked between the ductor, vibrator and two rollers. It is well distributed before it reaches the table. Here it is again worked by the four rollers, two vibrators, and the table. *While both are at rest* at the opposite reverse, the ductor leaves the vibrator, and arrives at fountain *without rotary motion,* and is in contact with it during the other half of the impression.

No undistributed ink can reach the form.

Whether the rollers are in contact with the table or not, distribution between them and their vibrators never ceases—a point worth remembering. *They work all the time, while the ductor works one-half the time as a distributor.*

To this thorough work add the action of the form rollers on the table so splendidly prepared for them. On these rollers are geared vibrators, upon which riders are provided for. Form and table rollers are of the same size, and interchangeable. Any one of them can be used as a rider. A rider is therefore always at hand, and of a size to be most efficient. With interchangeability all around, and the ductor protected against abuse, there is positive economy in roller cost. Each roller can be thrown out of action quickly and independently of any other, or can be easily removed without changing its set.

The entire action is easy, noiseless, thoroughly effective, as fast as the press, and furnishes a distribution superior to that of any other like machine. It is more than ample for the heaviest work, and susceptible of the finest regulation.

The Babcock Optimus

SET IN AUTHORS ROMAN.

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

WHEN SECONDS COUNT

and they do at times, even in weekly newspaper offices—

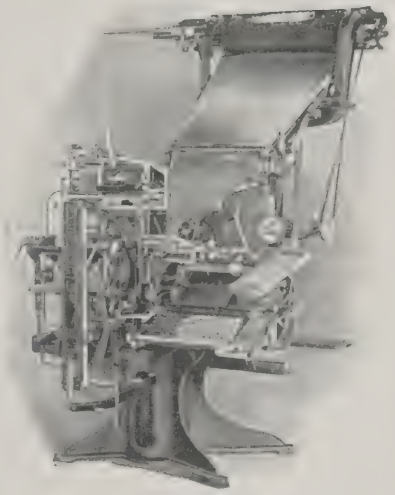
The Slug-Set Way

saves more time, more labor and more worry than any other method.

Whether you install a

Quick Change Linotype

With its innumerable versatile possibilities on all kinds of composition from 5½ to 14 point,



Quick Change Linotype
$3150—$3600

or a

Two-Letter Junior

Two-Letter Junior
$1500

Which gives you your sub-heads in black face and your body matter in Roman by the turn of a lever —which enables you to print news that is news which eliminates distribution

is for You to decide.

More than 13,000 Linotypes in use
Nearly 400 Juniors in use
is indisputable evidence that

"The Linotype Way Is the Only Way"

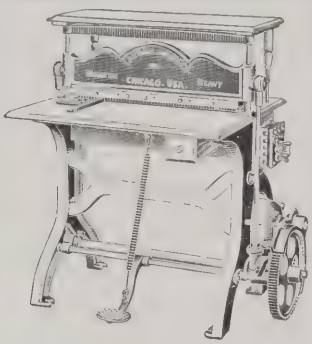
Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
BUENOS AIRES: Louis L. Lomer
CAPE TOWN: John Haddon & Co.
HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
STOCKHOLM: Aktiebolaget Amerikanska Sattmaskiner.
ST. Petersburg: Leopold Heller

Monitor Perforator
ROUND HOLE



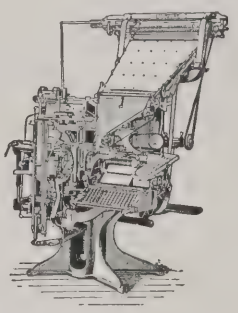
A Perforator that Perforates and Lasts

THE MONITOR makes a clean-cut hole, and continues to, because it has a die-plate harder than a steel file, inserted in a heavy bed plate—cannot expand nor spring. Steel needles ground after they are tempered. Absolute register of die-plate and needles. Positive stripper that will not spring. Extra heavy throughout. Guaranteed for continuous use and perfect work.

Perforators either foot or power. Any size from 12 to 30 inches.

LATHAM MACHINERY COMPANY
MAIN OFFICE AND FACTORY
197-201 S. CANAL STREET, CHICAGO
8 Reade St, NEW YORK CITY 220 Devonshire St., BOSTON

REBUILT LINOTYPES
with new matrices, new spacebands and Universal mold.
Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS
Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

A GOOD STAPLING MACHINE
Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Bargains in Printing Presses
WE HAVE ON HAND
Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

The Goss Printing Press Company
Sixteenth Street and Ashland Ave., Chicago, Illinois

New York Office: Metropolitan Building, No. 1 Madison Avenue, New York City, N. Y.
London Office: 90 Fleet St., London. E. C., England

Users of R. R. B. Pad Glue

who have changed to other makes because they could be bought for a few cents less invariably return to the use of R.R.B. Glue

No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours

Robt. R. Burrage, 81 Gold St., New York

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

FACTORIES

CHICAGO
195-207 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514 516 Clark Avenue

KANSAS CITY
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Is Internationally Recognized as the Standard of Its Kind

HERE ARE TWO ENDORSEMENTS WHICH INDICATE THE TREND OF OPINION

An American Endorsement of Hamilton Furniture

Cleveland, Ohio, April 17, 1909.

Gentlemen—We are very much pleased with the new equipment which you recently installed in our composing-room, and find it will greatly increase the efficiency of this room. We already notice a considerable saving in the hours of time required to do different jobs by reason of our workmen having type cases and all material systematically and conveniently arranged. We expect the saving in cost of our composition will soon pay us back for this outlay.

Another important feature is this greatly improves the sanitary condition of the room. Yours very truly,

THE J. B. SAVAGE CO., W. S. Pettibone, *Vice-President.*

In telling us about the installation of this new equipment, our traveler, Mr. DeWitt S. Moses, well known among printers throughout the United States, and who has now been on his travels for us for twenty-three years, writes us as follows:

"Mr. Savage told me that identical jobs of composition which formerly came down to the office with 120 hours' composition, now come down, since the new furniture was installed, with but an average of 100 hours, and other jobs which formerly had an average of 80 hours, are now coming down to the office with about 65 hours' composition."

A British Endorsement of Hamilton Furniture

Extracts from a report of an illustrated lantern lecture by Mr. George Eaton Hart of the St. Clements Press, London, in the South London Art Gallery, on Thursday evening, March 11, 1909, before members and others interested in the artistic typography classes of the Camberwell School of Arts and Crafts. The report of this lecture was published in the *British Colonial Printer and Stationer*, dated March 18, 1909:

"A number of slides were here thrown on the screen, beginning with a view of Franklin in a printing-office of his day and shown as an example of what may be obtained by perseverance and temperance, the composing-room of a by-gone day here illustrated. The lecturer then turned to the economical arrangement of the composing-room fittings that had begun to be carefully considered by thoughtful printers of late years. Continuing, he said, first 'The Hamilton Company, of America, with their fine models of cabinet frames and fittings, have not only given an impetus in this direction but have distinctly shown that the fittings of the composing-room can be both a thing of beauty and far more practical than the clumsy, dirty old timbers of a century ago.'"

The above is a simple statement of the results obtained in re-arranging the composing-room in one American printing establishment. What we have done for the Savage Co. we can accomplish in any composing-room where the furniture equipment has not been modernized. It is a remarkable fact that printers are most conservative in changing their equipment. There are hundreds of composing-rooms where, with a small investment in new furniture requiring less outlay than the purchase of a new cylinder press, a saving could be made amounting to from 10 to 25 per cent in labor, and from 25 to 50 per cent in floor space, with a very large increase in the shop output. If you are interested in this very large question of printing-office economy, fill out the coupon on this page and let our representative show you what can be done with your office. Remember it is *up to us* to *show* you.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

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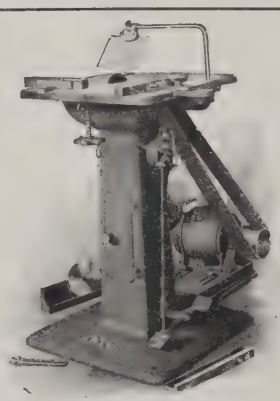

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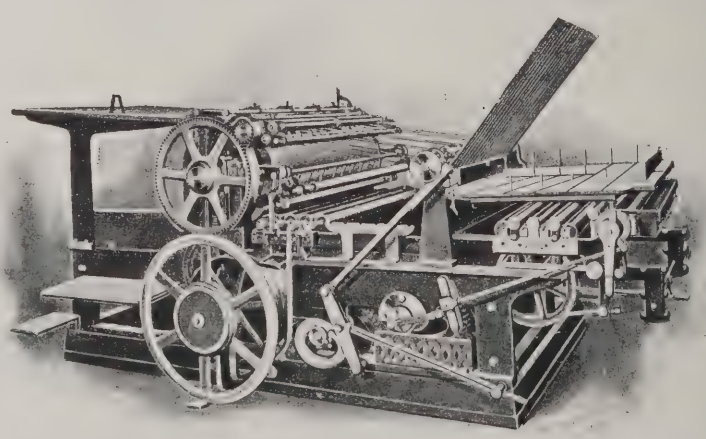
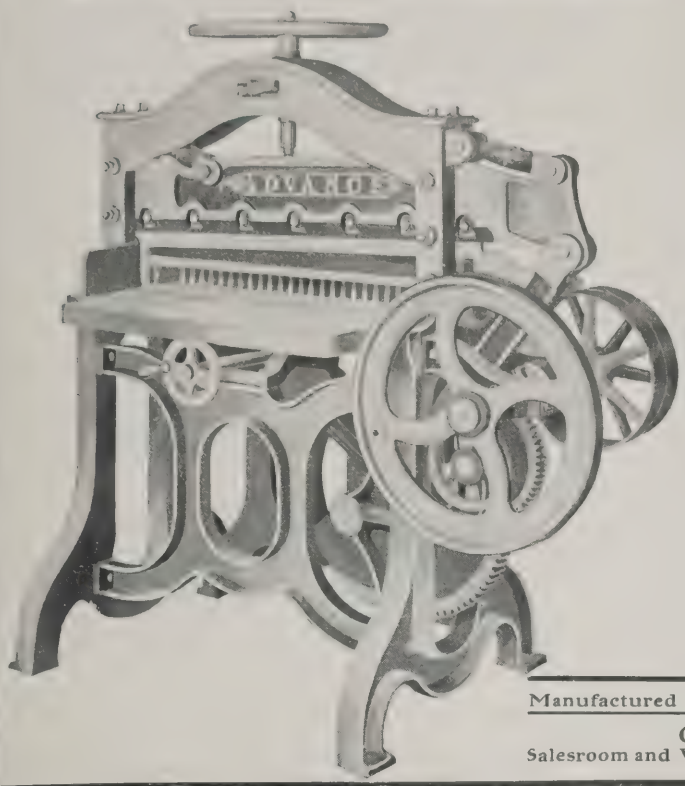


SOME VITAL FEATURES



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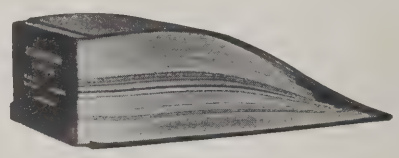

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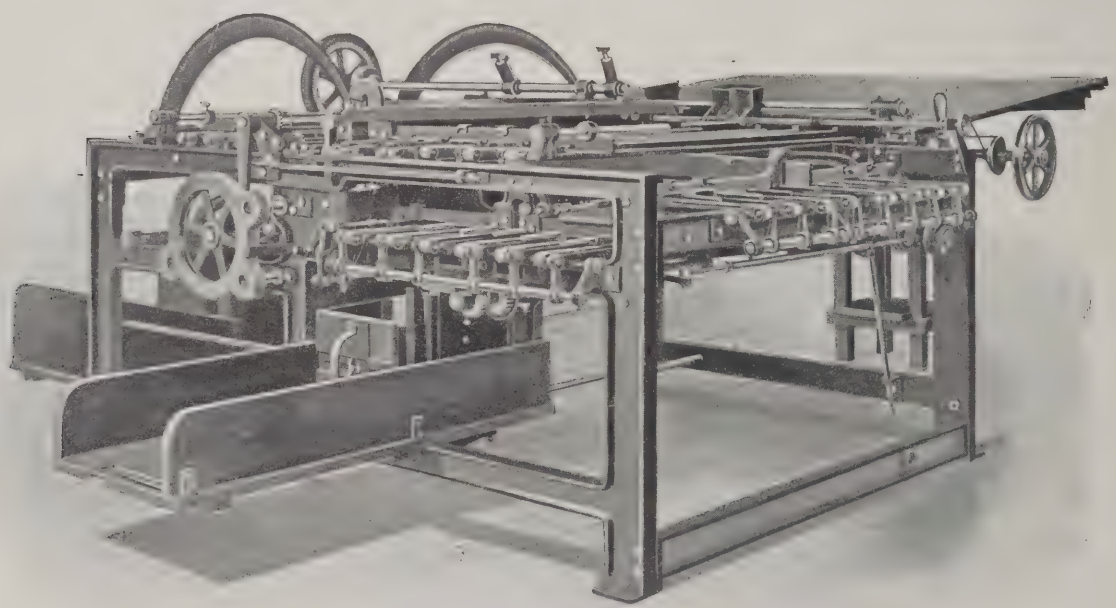

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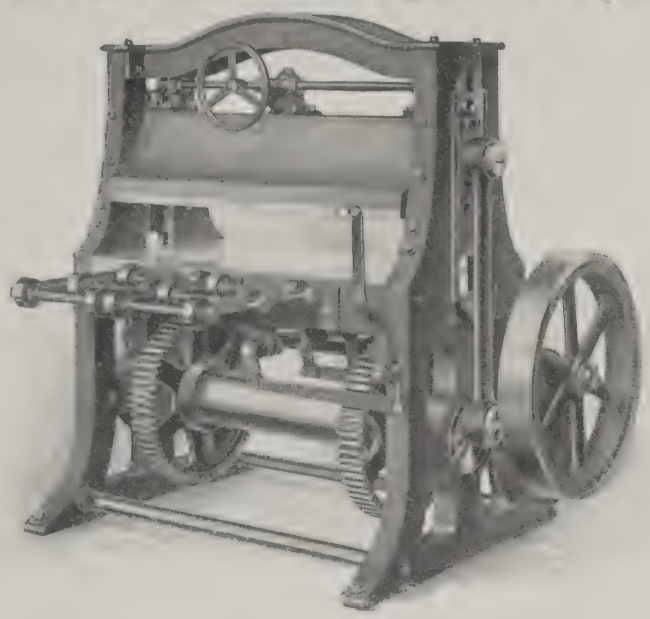

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THE AULT & WIBORG CO.
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National Printer Journalist

A Journal for Printing and Allied Trades

Volume Twenty-seven | Chicago, June, 1909 | Number Six

BEING ALIVE, USING OPPORTUNITIES, HAVING A PURPOSE AND BELIEVING IN YOUR CALLING

DAWDLING, neglecting opportunities and undervaluing your work and imagining that the lot of others is the more desirable, are the fruitful causes of unrest, discontent and failure. The looking upon the mere accumulation of wealth as the chief end of life and the envying the rich are other prevailing sources of unrest, an unrest that tends to paralyze effort as well as to cause unhappiness. It is every man's right and duty to receive proper reward for his labors, but an observation of sixty years, as well as the testimony of the wisest and best men of earth, teaches us that every dollar that a man receives without earning it, or deserving it, is a "curse rather than a blessing," and the permitting oneself, through mere considerations of lack of equal accumulations with others, to become slothful is the surest way to misery and to failure.

Useful activity, the using, to the best advantage, the opportunities presented and the believeing in your work, are the ways to contentment and worthy thrift, to real development, to strength and growth. A man's life and his happiness depend not upon the things that he possesseth but are measured by the character of his deeds not by dollars. Activity and the power to understand and to make the most of opportunities are what count, and these come very largely from the view that one takes of his daily employment. Mr. Charles Beecher Lahan, in an address recently delivered before the Ben Franklin Club of Chicago and published in the May issue of the *Ben Franklin Monthly*, well said, in urging his fellow workers, and members of the Club to the improving the advantages offered by the calling of the printer and by the organization intended for mutual betterment and advancement:

Since you men are dealers in one of the world's greatest powers, the power of printing, it is well that you at least should possess the knowledge of your own importance. As purveyors of force, that of the printed word, as merchants of ideas, you should at least know of its price. Without this knowledge you will be in the bitter experience classroom, groping in uncertainty and darkness, instead of traveling on the path of security and solvency.

The power of the printed word! Who knows its far reaching, never failing potency? Take it from me and view it from whatever angle you will, educational, religious, commercial, financial—the printed work comprehends the greatest influence in the world today. In the sweep of its rays it illumines the globe, and in its possibilities it is almost sublime. Do you desire a knowledge of the world's affairs? Then read. Do you desire that a good thing should be made better? Just publish your wish and it will be done. Do you want a wrong righted? Publicity is at once a check and a cure. Through scores of avenues the printed word reaches the people of the world, and it is your vocation to feed the never-satisfied faculties of the mind. You have every curriculum in your clutch and your business comprehends every school of thought.

Even with your vibrating pulse-beats you will find the work of educating the human race a process of slow growth, but never since the dawn of the first day has the means for the installation of enlightenments been so widespread, because knowledge can now be partaken of by everyone as never before.

There is no place for dawdling in the face of such considerations as these. Here is life as well as intelligent inspiration to living and to the making of the most of all that life presents. Now, instead of writing a thesis on our theme, we are gong to quote further from this address as the best way to illustrate and to enforce what is implied or expressed in the subject chosen, as applied to all real workers and to the true philosophy underlying and making valuable and properly fruitful all worthy efforts:

The real men of the world are those who perform the work of the world. There are many things in which men engage and there are many things that people strive and labor for, which are of debatable importance and frequently are of little permanent value. But there are a great many things the value of which there can be no possibility of a doubt concerning, and upon which all can agree as to their actual importance.

As an example, the man who builds a house in which to shelter a family performs real work. The man who plants a patch of potatoes to feed the hungry performs real work. The

man who has cleared up a farm, the woman who has cared for a home, made a coat or reared a child has rendered most important service; that man who tunnels the mountain and levels the hill that the sinewy lines of steel may be laid down does a real, a necessary work. There are no skeptics as to the utility and ennobling dignity of such work, because those who do these things are the real flesh-and-blood people. They are the actual heroes and heroines of the world.

The man who takes a bundle of indecipherable copy from the hands of a customer, arranges it in sequential and symmetrical order and transmutes the repellant and unsightly heap of junk into an attractive trade-winner by means of which is sold a million dollars' worth of goods contributes more to the wealth of the world than all the popinjay dreamers and high-art critics that have come and gone since Adam To read the newspapers and hear some people talk, one would think doctors, lawyers, preachers, politicians, military men and the like include all the great men of the age. As a rule they make nothing; they produce nothing; they create nothing; they attempt to manage, to protect, to direct, to oversee, to dictate concerning the things which other people have created, but these are not the real people, and never have been the real people.

The man who plows a field, turns out a job of printing or throws a bridge across a chasm; the woman who has taught school or made a dress or washed for her husband and children has really done indispensable work. Teaching, farming, building a railroad, cutting down forests, mining ores constitute essential effort and take an important place in the real activities of life. It is these men, who produce something, that are the benefactors of the race.

In all these vocations who is the one that receives the poorest compensation? Who is the one who receives the least recognition? In my judgment it is the one who contributes the most to the general good of all—the printer

The warrior's sword, the doctor's scalpel and the law book, the sermon, the editor's pen have always been greatly overvalued and written about as if they were the only things worth mentioning. The real people are the producers, those who make something or cause something to grow or in some manner provide for the necessities of the human race. The man who directs a business is in every sense greater than the man who has directed an army. These, and many others like these, are entitled to all the honor, all the credit that the breathing world, enriched by their tireless industry, can give them, and they should be acclaimed, as they deserve to be, the sponsors of all progress because they have brought it about by their courage in the field of endeavor.

The author of the expression, "Nothing succeeds like success," Richard Brinsley Sheridan, was in many ways the most brilliant man of his day. He was a great lawyer, a brilliant orator, a playwright, whose productions delight the world even to this day, a poet, a wit and statesman all combined. Even with these extraordinary endowments its possessor was a failure from a business standpoint, because he gave away more than he received. This seems to be the inexorable law of business, in fact it has always been so. Few have been able to overcome this, although many have made herculean attempts at doing so.

In the last analysis of the topic the man who wins success can be recognized as the one who attracts about him the legion of friends, those who enjoy the warm atmosphere of plenty rather than the frigrid blasts of want. The successful man, the one who is showered with invitations to the course dinners, while the down-and-outer, "bumming for his chuck" gets few hunches that dinner is ready. I believe my hearers are sufficiently discriminating to see the force of my allusions, and I will pass to the purposes of the Ben Franklin Club.

Every successful man must have a purpose. Purpose is, that subtle fluid which gives the tone and color to all our legitimate activities. It demonstrates the real reason for living, our complete mastery over the slothful tendencies of our own infirmities. It is our glory banner in the battle for mastership, our Marathon pennant in the free-for-all. Men and even organizations drift along rather than stem the tide. They are neither victors of the course nor helpers in the field. They live but have no definite purpose in living. Men, clubs, associations do not drift into the harbor of goodness and security as a chance port on an aimless voyage; they tug and sweat and fight against darkness, adverse winds and unseen dangers that but inspire to greater effort and final entrance to the port of success.

No peril of the sea is more to be dreaded than the derelict. It carries no lights on bow or stern, no passengers, no rudder, neither pilot nor crew. Bound nowhere, it carries no cargo to no port. Helpless in itself, it is a positive menace to all. Do you know of any? Human derelicts are those ignored as hopeless, purposeless by others, but they became first entitled to the designation when they were deserted by themselves. Purpose transforms the commonplaces of life and makes man so that he can make himself what he will.

Your purpose as an organization is to educate your fellow that he is entitled to a living because you are followers of an art that has made it possible for every being to have a little larger share of the richness of the earth. You have done the biggest educational stunt in the years that you have been in existence because you have standardized your calling, have fixed an understanding on your own labor. You have brought sight to those who had eyes but would not see; hearing to ears that would not hearken to the thunders around them.

Effective as your labors have been, you must not halt, because the same causes that allowed the cockle in the field in the past, without vigilance, without the higher education, will sweep away all your practical, all your splendid progress.

The opportunity is here; the situation confronts you. Chicago, with its more than 600 printing plants, is the greatest printing center of the world. You all know it will so continue. Will the Ben Franklinites turn back and not raise their vision to behold the bow of promise in the heavens, that as far as rewards for patience and long-suffering are deserved the Chicago printer can enter boldly and get that compensation which only waited for him to put forth the claim as to his legitimate belongings?

The solution is in your hands. If you wish to be in the class of successful mariners who can guide their crafts to safe anchorage, press the possibilities of your club organization. You will be cheered on by the factor of public discrimination which admires a winner and you will be blessed by those who come after you for standing for your rights, and you will be further rewarded by the consciousness of having done your part for the art which ennobles potentate and peasant because it is the stimulant to enlightenment as it is the lamp which brightens the path to the channel of universal welfare.

"GREAT HELP."

Cooperstown, N. D., April 21, 1909.

National Printer-Journalist, Chicago, Ill.

Dear Sir:—Enclosed within find check for subscription to the National Printer-Journalist for the year of '09. Enjoy each number very much and find things in it which are a great help to me and which I have been unable to find in other Journals relative to our trade. I think it is especially beneficial to the country printer, more so than others, and can only say that those who do not take the National Printer-Journalist do not know what they are missing.

With the best wishes for a good business year, I am,

Yours fraternally,

M. A. Jensen.

IN a paper before the recent meeting of the Buckeye Press Association, Editor Chas. E. Yost of Fayette, O., told some instructive experiences with reformers, that while not new to the older and more experienced members of the newspaper calling, teach lessons worth remembering. As we read, many, if not most, the ordinary reformers of the community, who are in business, like to have their reforms carried on by the newspaper man at the expense of the paper as to its home business and expenditures, and are perfectly willing to take the business and money of the wicked whom they want the editor to reform. Reformers must of needs be, as a rule, of one-sided or narrow views and quite generally they are supremely selfish. We do not refer to those men and women who patriotically or religiously devote their lives to reform work, but to those people who talk loud for reforms in their own circles and are ready to pat an editor on the back for his good work and even to contribute anonymous articles to the paper, but would not sign their own names for fear it would hurt their private business. They would think that the editor committed an outrage if he charged for space used by them for secretly advocating their views, and a monster of iniquity, if he openly sold space to their opponents, though he plainly marked the matter therein advertising. The conclusions of Mr. Yost as to the editorial policy, long experience and observation have taught to be absolutely correct. He said:

> One of the features of the Fayette *Review* is a special column devoted to editorials. These editorials represent the editor's views on various subjects and express his honest convictions. Sometimes they are objected to very strongly, but the opposition has not the least idea of quitting his subscription list or withdrawing his business. Sometimes he comes to the office and talks it over but never in an angry mood. I never put a thing in that column that I do not firmly believe and everything I try to say as hard as I can say it. Judging from comments and letters I receive from subscribers I think they like it because they know that it is not written just for effect.
>
> The editor should do what he thinks is right and do it hard, fearing nothing. There is just one qualification to this. That is don't run advertising for either side free. Express your feelings if you like but, what the others bring in, charge for at rates in proportion to the risks you think you have to run.

* * *

A recent issue of the Mandan, N. D., *Pioneer*, announce the retirement of W. Harry Shear from the paper, having been succeeded by E. A. Tostevin, of Racine, Wis., and E. Z. Bitzing of Mandan, who have purchased a large controlling interest in the paper. Mr. Bitzing was formerly with the *Pioneer-Press* and later with the *Daily News*, St. Paul, Minn. Mr. Tostevin was for over twenty years connected with the Racine *Journal* and other papers of Racine speak in highest praise of the man and his work. He was well known and popular among the newspaper men of Wisconsin and served as an officer of the Wisconsin State Press Association. The *ournal* says of him:

> The Journal office loses one of its members who has been associated with it over two decades, Mr. Edwin A. Tostevin, who first entered the *Journal* service March 22, 1887, the office at that time being located in the Belle city hall. Thus for a period of twenty-two years Mr. Tostevin has been connected with the Journal, the better part of a generation, and he has witnessed its steady growth from the old time facilities to those it now enjoys. He has not only witnessed the steady progression, but he has been one of the contributing elements to this growth and no one more than he, has enjoyed the healthy progressive advances of the *Journal* and its business, in which he has been so much of a factor.

By courtesy of the C. B. & Q. R. R. Co.

Government Buildings at the Head of Cascade Court—Alaska-Yukon-Pacific Exposition, to be visited by members of the N. E. A.

Mr. Shear, in retiring from the Mandan *Pioneer,* gives utterance to sentiments worthy a true newspaper man, saying in part:

The writer in leaving Mandan to again take up the pen where he spent so many years, does so with regret because of the severing of the many pleasant relations that we have were appreciated. With these few words we say to one and all, farewell.

Mr. Tostevin makes his bow in entering upon his duties and briefly says:

In assuming contol of the *Pioneer* the writer wishes to assure the people of Mandan, and Morton county, that the

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Buildings of the Great New City of Billings, Montana, where Delegates of the N. E. A. are to Unite on way to the Convention at Seattle

enjoyed, not only socially but in a business way. We will always have pleasant memories of our stay in the Flickertail state. While we may have erred in judgement, yet it was, we assure one and all, errors unwittingly and not from desire. We have faithfully, as far as our ability, ever tried to keep up the high standard of the *Pioneer* that our predecessors so ably set us the example and we are satisfied that our efforts policy of the paper will not be changed, that it will be found loyal to those Republican doctrines and principles under which the nation has prospered. To issue a bright, clean, newsy paper one that will deserve the loyal support of the people of this section, will be the ambition of the writer.

There are points to be learned in all this as to a newspaper man, his interests, sentiments and work.

We have heard from the Executive Committeeman of South Dakota, who gives the very cheering report that South Dakota will have the largest delegation at the Seattle Convention that the Association has ever had and looks forward to the coming convention as one of the grandest gatherings of the N. E. A.

* * *

Pennsylvania sends word that the Association of that State will have full representation of the very best newspaper men of the State at Seattle, and it looks as though the South and Central West would be represented in force. We hope for like news from the Atlantic and Pacific States. New England should be on hand to strike the first blow for the coming Ter-Centennial Exposition in Boston.

* * *

William H. Taylor of Putnam, Conn., used to be an active and most efficient officer, in years past when we used to attend conventions of the Connecticut State Press Association. He has since engaged in the "Souvenir" publishing business until he has come to be known as "Souvenir" Taylor, but he has never lost his interest in the Press Association and frequently favors this paper with accounts of meetings. In his work as a newspaper man he evidently learned the way, and formed the habit, of doing things for others. The Hartford *Evening Post* of May 11th, had the following with regard to Mr. Taylor:

Some men are made famous by others and others are made famous by their own efforts. William H. Taylor of Putnam belongs to the latter class for, by his exceeding generosity he has come to be known all over Connecticut if not beyond the borders of the Nutmeg state as "Souvenir" Taylor. More people know him as "Souvenir" than as William H., but between the two names he is known to a majority of the people of Connecticut.

"Souvenir" was born in Artic, R. I., which is decidedly cooler than would be expected of "Souvenir." Records show that he first saw the light of day on March 2, 1862. "Souvenir" soon shook the icicles of his birthplace from his person and migrated with his family to Putnam, which place has been proud to claim him as a citizen ever since. He learned his A. B. C.'s and following instruction in the public schools and High school of Putnam. At an early age he showed the proper spirit by entering the journalistic profession which he has since followed with success. He has been editor, business manager and proprietor of several journals in Putnam, Rockville, New Haven and Danielson and at various times has served as correspondent of papers outside of the state.

"Souvenir" first showed his ability as an organizer in 1888, when on January 16, he founded the Connecticut Editorial Association which has flourished on the proper ideas as infused by "Souvenir." He has had considerable experience and many experiences about the State Capitol, acting in various capacities and always at some capacity. He was a messenger in the House in 1884; door-keeper in 1889; assistant to the superintendent of the Capitol during the constitutional convention in 1902 and during the present session. In 1901 he represented his town in the legislature, where he gained much valuable experience, and in 1903 he was a member of the republican state central committee.

"Souvenir" is prominent fraternally, being a member of Quinebaug Lodge, No. 106, A. F. and A. M.; Putnam Lodge, No. 33, I. O. O. F.; Court Hearts of Oak, No. 16, F. of A. of Rockville, and Killingly Grange, No. 112, P. of H.

"Souvenir" is the publisher of the Souvenir of the General Assembly and produces what is recognized as the best book of its kind in the United States. But he is most at home when giving away some little token to his friends. It was this manifestation of his generosity which led to the prefix to his name. It is said that he orders his tailors to make extra pockets in every available corner and seam in his clothes and in addition to filling these pockets with all sorts of tokens for free distribution he usually carries a box full of these gifts. He really is contented only when he is passing a gift to a friend and to keep all his friends supplied requires as much labor as a dozen would rather shirk than do. And yet "Souvenir" does it willingly, for he likes it.

* * *

The Traer *Star-Clipper* of Tama County, Iowa, has made a wonderful record of success and has shown that enterprise and good newspaper making will win in any field where subscribers are to be obtained. The better field the better the possible results, but the methods of the paper that wins in a limited field, in the face of difficulties, furnish very profitable subjects for study everywhere. A business may prove profitable under favoring conditions without much system, or great effort, but no business is fully successful that does not reach up to the highest attainments made possible by opportunities, and when we see a paper, in what seems to be a circumscribed field with limited opportunities, surpassing papers in larger, richer fields, or in more populous districts with greater wealth of advertising and business on which to draw, it is time to set up and take notice. The *Star-Clipper*, in a town of less than two thousand and a county of less than twenty-five thousand population, gives, in its issue of May 7th, a sworn statement of circulation of three thousand and ninety-eight copies each issue, an almost unheard-of record for a local weekly in a village of 1,500 people. The paper was started thirty-one years ago, and has been enlarged six times, the last enlargement, on May 7th, making it a full eight-page paper, seven twenty-two-inch columns to the page. Twenty-three out of the fifty-six columns are filled with local, neighborhood, and county news and news-letters or reports from every town in the county, and three or four other columns are filled with editorials, notes and comments, that nearly all have a local bearing or application. The news items are short, pointed and crisp, running from two to four lines in length. We counted fifty-six different news items in a single column and we believe that twenty of the news columns would average fifty items each and the other three, forty, and the editorial and notes and comments columns twenty, each. This would give a grand total of different items in this one issue, of fifteen hundred and eighty. If each news item was about only one person, the *Star-Clipper* could mention each of its sbuscribers every two weeks. Doubtless a majority of the news items are read with interest throughout the whole field covered by the newspaper and the rest are of direct interest to the

towns and neighborhoods from which they originate, and, in a general way, to all the people of the community.

Besides the local, neighborhood and general county news, thirty-two different points are represented by correspondents, whose reports run from one-eighth of a column to a full column. It is evident that the paper's unusually large circulation results from the fact that every item of news, of interest in the field covered by the paper, is given. Having the news, the paper's representatives, in each neighborhood, doubtless find subscribers to be easily obtainable. Having this large circulation among interested readers, the advertisers naturally respond readily to all suggestions as to the value of advertising. It would be hard to keep sensible, experienced, local business men or merchants, who know the value of publicity, out of such a paper. There are seven columns of local matter on the first page, the longest, except the column given up to an interesting leader giving the facts as to the history, growth and enlargement, is less than a half column in length. Brief advertising readers are sandwiched in throughout this page, which, to our way of thinking, is hurtful and not carrying out the underlying principle of publishing a paper for the subscribers and treating advertising, as it is, as a by-product, valuable only as the paper is appreciated by its readers. It may be argued that these items furnish valuable information to readers as to opportunities for wise, profitable purchases, but we believe that they would be more effective if given a classification and position elsewhere. The putting the items among pure reading, seems to be like an effort to take advantage of a reader and something like the story of the advertiser who printed a hymn-book for a church, interling the hymns with business announcements.

* * *

We print elsewhere in this issue an article coming to us from the Queen City Printing Ink Company, of Cincinnati, with hearty approval, that proposes a plan that would work great benefit, would be a gain in comfort, accomplishment and pleasure, without any expense and without interfering with established working hours or business customs. It is simply a plan to keep up with the sun and use more daylight without shortening the hours for rest, recreation or sleep. It is simply that of setting forward all timepieces for two hours on May 1st and changing back to the present standard on October 1st. This would make seven o'clock come at the hour now designated as five o'clock and four o'clock at the hour now designated as six o'clock. Noon would come at the hour now designated as ten o'clock. It would give two hours in the fresh cool of the morning for work and two hours earlier quitting time at night, so there would be a good stretch of daylight for recreation or out-door work in gardens in the afternoon. There is not the least doubt but that the plan would work benefit to health and add to the enjoyment of life. The article is entitled, "Something for Nothing," read it and see if you are not convinced of the value of a reform that is all gain with no outlay or expense.

PENNSYLVANIA STATE EDITORIAL ASSOCIATION.

Office of the President
Tyrone, Pa., April 28, 1909.

Mr. B. B. Herbert, Chicago, Ill.

Dear Sir:—The Pennsylvania State Editorial Association has unanimously endorsed Hon. A. Nevin Pomeroy as its candidate for the Presidency of the National Editorial Association at its meeting at Seattle, on July 19th next.

Mr. Pomeroy is a gentleman of vast experience in the journalistic field, having come up from the case and is familiar with the work in all its details. When Governor Pennypacker of Pennsylvania, was desirous of enlarging and advancing the character of the State Printing, he appointed Mr. Pomeroy to the position of Superintendent of Public Printing. Mr. Pomeroy at once proceeded to reorganize and improve the service. He prepared a bill which he had adopted by the legislature which elevated the Department of Printing to a position not enjoyed in any other State of the Union. So well did he perform his work that the present Chief Executive, Governor Stuart, reappointed him for another four year term.

Mr. Pomeroy has been actively connected with the Pennsylvania State Editorial Association for over twenty years. He is one of its past Presidents, and is at present the First Vice President of the National Editorial Association. He is a man whose character is above reproach and is one of the most honored and respected of our profession in the Keystone State. He is editor and owner of the Daily and Weekly Franklin *Repository,* published in Chambersburg, and, in addition, conducts one of the largest and finest equipped book and job printing plants in the State.

I am sure the National Editorial Association can not make a better selection for the position of president. Mr. Pomeroy has served several terms in the State Legislature, and, owing to his thorough knowledge of parliamentary rules, was frequently called upon to preside over that body. His election to the position of President of our National Association will not only bring credit to the N. E. A., but it will be the just recognition of a State that has always done its full part toward promoting the interest of the National Editorial Association.

May I not have the assurance from you that you will aid all you can in the election of Mr. Pomeroy?

Yours very truly,
Harry H. Thompson,
Pres. Pennsylvania Editorial Ass'n.

The 1909 National Encampment of the Grand Army of the Republic will be held in Salt Lake City, August 9th to 14th. An unusually attractive folder in red, white and blue, replete with information concerning Utah, Salt Lake City and the Rocky Mountain region, is being distributed by the passenger department of the Denver & Rio Grande Railroad. One feature that will be of particular interest to Grand Army men is the reproduction of speaking likenesses of all the Commanders-in-Chief from B. F. Stephenson, the organizer in 1866, to Henry M. Nevius, the present Commander. This is the first time that this set of portraits has been assembled. The familiar faces of John A. Logan, Ambrose E. Burnside, John F. Hartranft, Russell A. Alger, John C. Black, James Tanner and many others appear in this interesting series.

THE CONNECTICUT EDITORS

AS has been the practice in some other States, and as has been frequently suggested in this journal, the press organizations of Connecticut meet on the same date, in the same city and hold both separate and joint sessions. Meetings of the Connecticut Editorial Association and the Daily Newspaper publishers' Association were held at Hartford, May tenth.

The two associations met separately in the morning at 11:30 o'clock. President A. S. Barnes of the "Bristol Press" presided over the meeting of the editorial association. Besides him the following were present: Elwood S. Ela, *"Manchester Herald"*; George C. Woodruff, *"Litchfield Enquirer"*; William J. Flood, *"South Manchester News"*; George A. Beers, *"Farmington Valley Herald"*; R. Rodgers Jones, Jr., *"New Hartford Tribune"*; F. W. Lyons, *"Greenwich News"*; T. A. Tracy, *"Bristol Press"*; L. O. Williams, *"Putnam Patriot"*; E. Hugh Crosby, *"Manchester Herald"*; A. E. Knox, *"Woodbury Reporter"*; Charles E. Perkins, *"Hartford Times."*

A delegation was received from the Hartford Business Men's Association who desired the members to acquaint their constituents with the difference between the mercantile and manufacturing interests in regards to the bill before the Legislature which proposes to regulate the working hours. Charles E. Perkins was appointed a delegate to the National Editorial Association meeting in Seattle from July 19 to August 5. The appointment of the other two delegates was left with the president. A committee comprising E. S. Ela, H. Roger Jones, Jr., and Charles E. Perkins was appointed to present resolutions opposing any increase in the duty on paper above that stipulated in the Payne tariff bill. The association also passed resolutions favoring free wood pulp.

While this meeting was in progress the "Associated Dailies" were holding a meeting in another room at the hotel. The members present were: President J. M. Emerson, *"Ansonia Sentinel"*; Secretary W. J. Papex, *"Waterbury Republican"*; Treasurer Alexander Troup, *"New Haven Union"*; W. H. Oat, *"Norwich Bulletin"*; George W. Hills, *"Bridgeport Telegram"*; F. W. Bolande, *"Bridgeport Post"*; E. E. Smith, *"Meriden Record"*; Frank E. Sands, *Meriden Journal."* Resolutions were passed opposing the customary legislative grants and gratuities to newspaper reporters or legislative correspondents on account of real or imaginary services during the present session, "regarding this abuse as an imposition on the state and an unjust reflection on the integrity of the newspaper profession."

Resolutions were also passed opposing any increase in the tariff on wood pulp and paper and favoring any movement having for its purpose the advertising of New England. Following the business meetings the two associations assembled together for dinner, which was served at 1 o'clock.

At the joint session in the afternoon, the principal speaker was Captain Charles W. Burpee, formerly with the *Courant*, whose subject was "The Human Interest Story." His paper is published in full elsewhere in this issue.

A tribute was paid to the memory of the late Governor, George L. Lilley, by George C. Woodruff of Litchfield, a close friend and associate of the Governor during the latter part of his public life.

VINDICATING A PUBLIC MAN.

It may be a question as to whether the vindication of the life of a public man by the press of Connecticut is a matter of importance to the newspapers throughout the Nation, yet much was published throughout the entire press as to the course of Hon. George L. Lilley in Congres, derogatory to his good name, and editors and publishers, all over the land, ought to be set right, besides, the manfully standing by a maligned, public servant by the press of his State is a wholesome example and for these reasons we have concluded to print, in part, what was said and the action taken.

Mr. Woodruff said, among other things:

Only twelve months ago the newspapers of Connecticut, practically as a unit, gladly and willingly took up the cudgels in behalf of George L. Lilley, and defended the fair name and character of Connecticut's Congressman-at-large against the malign and malicious attacks of as dangerous and unscrupulous a body of grafters as Congress had ever known. During the succeeeding months you, gentlemen, stood manfully behind George L. Lilley in his campaign for the Governorship of Connecticut. When less than three weeks ago this noble soul was called by a loving Father to the great Home beyond the grave, the only Governor of Connecticut who, to use the language of one of our members, "was ever murdered," the press of Connecticut was unanimous in its tributes of respect and affection. All this you have done not because the one who has gone was an honorary member of the Connecticut Editorial Association, but because you knew him, loved him, honored, respected and believed in him, as a man and brother.

Only one who has himself suffered can really appreciate the trials and sorrows of another. It has truly been said that "Be thou as chaste as ice, as pure as snow, thou shalt not escape calumny." Next to Governor Lilley, no public man in Connecticut was ever more villified and maligned, than our brilliant and honored former Chief Executive, George P. McLean. He too had been through the furnace of calumny, and had come out unscathed. Hence, in that magnificent oration and tender tribute to his cherished friend of years, so justly described as a "classic," delivered in yonder Capitol, on the 24th of April, Governor Mclean spoke from the inmost depths

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Water Front, Seattle, Washington, Place of Meeting of the N. E. A., July 19th to 25th.

of his heart and soul. In view of what I have just said, it is with feelings of the greatest delicacy that I attempt to pay my tribute to the life and memory of George L. Lilley.

Though my acquaintance with our friend has been of only a few years duration, yet, especially during the last few months, it has been very close and particularly sweet to me. Mr. Lilley had the rare faculty of making friends easily, but of retaining their affection lastingly. This was through no conscious effort on his part, but because they recognized in him a man who meant what he said, a soul pure far above the average, one who had the highest and loftiest ideals, and who earnestly and sincerely endeavored to live up to them. This was strikingly shown during the last two or three weeks of his campaign for the governorship last fall. No matter how dark the outlook, how malicious and false the attacks upon him, how discouraged his friends might be, George Lilley never once wavered in his belief that he would be elected

Courtesy C. B. & Q. R. R. Co,
Yellowstone Falls, Yellowstone Park, to be visited by members of the N. E. A. on return from Convention at Seattle, Washington.

governor of this commonwealth, because he knew its voters and believed that he had their trust and confidence. I would that I were at liberty and had the power to give you a pen picture of some of those scenes last October; working day and night, often accompanied by his brave and loyal wife, George Lilley put all that was best in him into his gubernatorial campaign.

Mr. Lilley was by nature extremely sensitive, but he was also too proud to show to the world how deeply he felt the venomous attacks that were made upon him. Himself true to his pledges, he could not understand why others should not be equally true to him. Do not imagine, gentlemen, for a moment, that I would intimate that George Lilley ever whimpered or querulously complained. He was far too much of a man for that, and took his medicine bravely. He was essentially a fighter, for his whole life had been one contest against tremendous odds. But he fought in the open, and though he despised those who employed underhanded methods, their unjust attacks wounded him deeply.

Just here a word as to the so-called submarine investigation in Congress last year. I am perfectly well aware of the fact thaat this is a subject that must be handled most delicately, and that the time has not yet come to tell with regard to it, "the truth, the whole truth and nothing but the truth." This I do wish to say, George Lilley introduced his resolution in absolute good faith. He believed that there was the worst kind of graft in connection with certain naval affairs, and contracts for submarine boats. Having been in politics he knew what effect a searching investigation would have upon his party's prospects in a presidential year, but he had always found that the people could be trusted to do the right thing when they found out the truth, and so he introduced his resolution in the face of the strongest opposition from certain unscrupulous and selfish would-be leaders of the party. Mr. Lilley depended on the information personally and privately furnished him by persons who, he had every reason to believe, were as honest and true as he was himself. And in this connection a statement from the Hartford Courant in its account of George L. Lilley the day after his death, is very significant. That paper states that Mr. Lilley had a long interview with President Roosevelt the day before he introduced his resolution of investigation in Congress. The farcical nature of that investigation is well known.

I desire to go down on record as saying that George L. Lilley was made the scape-goat of men and interests who had the very best reasons for fearing the results of a fair and searching investigation. More than that, I emphatically state, contrary to at least one state writer, that submarine and like influences were directly responsible for the bitter attacks upon Mr. Lilley preceding and following his nomination. "Machine dictation" sounds well, but in this instance, it is a straight bluff and a very transparent one at that. I know whereof I speak. In the eyes of the people of Connecticut Mr. Lilley needed no vindication for his course in Congress. They knew the man, they believed in him, they honored him, they trusted him, and they elceted him Governor against the most tremendous odds and the stiffest and most unprincipled fight ever waged in Connecticut. It is some slight consolation that Admiral Goodrich and other writers have recently declared that Mr. Lilley was absolutely right in the position he took on naval matters and that the facts bore out what he said and did. But this comfort and consolation will not bring back to us the one who was hounded to his grave by those unworthy to bear the name of men.

At the close of this eulogy the members of the joint convention of the two associations adopted the following resolutions, drawn up and signed by a committee comprised of George C. Woodruff of the *"Litchfield Enquirer,"* W. J. Pape of the *"Waterbury Republican"* and E. S. Ela of the *"Manchester Herald"*s—

The members of the Connecticut Editorial Association and of the Daily Newspaper Publishers' Association, assembled in joint meeting, desire to inscribe upon the records of both bodies, and to make known to the public, the grief that moves them when they consider the sudden and untimely taking away of the late Governor. As active newspaper men, the members of these associations have come into frequent contact with Mr. Lilley and in his public life he has been constantly in the field of their watchfulness and criticism. Irrespective of party lines or partisan feeling we find ourselves agreed in our final estimate of him as one of Connecticut's worthiest public servants and one who deserved to the fullest extent the confidence which his state had reposed in him. The sincerity and the courage with which he battled against the greatest odds may well be emulated by those who in the future find difficult tasks to undertake and stubborn evils to overthrow. The loss to his loving wife and family of the husband, father and friend who can never be replaced is at least assuaged by the stream of tributes of condolence, affection and esteem from the people of the state of which this minute forms a small part.

HUMAN INTEREST STORY

BY CAPT. CHARLES W. BURPEE, HARTFORD, CONN.

ONCE a newspaper man, always a newspaper man. That shuts out the man who takes up "journalism" as a plaything or out of idle curiosity on leaving school or college, and I regret to say also shuts out that considerable class who have leanings towards newspaper work but on entering it, with conditions as they are today, find the wages too small to keep them and feel compelled to choose some other calling. In all callings I suppose, however, there are some men who love the particular work, and with them their love is greater than much riches. I know that this is so with newspaper work. I know that a true newspaper man must be fond of his profession, through cold or heat, through poverty or wealth, always a newspaper man.

Circumstances in later life may impel him to take up some kindred occupation, but to have any attraction for him, it must be of the same kin since he cannot change his spots. And if he is true to the newspaper fraternity he never will be a "four flusher."

I have in mind the case of one young man who gave up his position in the best newspaper office in America to go with the best life insurance company in America, and it is out of his experience as studied by me that I am able to lay down so emphatically the maxims just enunciated. All of you here assembled accept these maxims. There are comparatively few things upon which real brainy newspaper editors agree, but this principle, that I have set forth, is among them.

Now I feel somewhat as I did long ago when I used to have to rise to recite in trigonometry. Having stated the proposition correctly, it seemed to me that in all fairness I was entitled to sit down. But you remember, some of you, how it is in those old books, that you have got to go ahead and talk—usually a bluff in a class room, so that at the end you may say "Which was to be demonstrated." Your worthy president has some of the hall marks of the mathematical professor, and I have a grave suspicion that he got me up here to demonstrate the problem, believing, with an innocence that characterizes all professors, that I had studied the lesson.

The first part of the proposition then, that the once young man, to whom I have referred, having been a newspaper man must always be a newspaper man, is an axiom and therefore needs no demonstration. (I think I am quite right in that this time, though I can recall when I have tried to throw a bluff of that sort before the professor and have been called.) Of course he is a newspaper man today. He cannot let pen and paper alone, and if he sees a good piece of news he cannot pass it by on the other side of the street. And as to the fellowship of newspaper men, he would not part with it for all that the world can offer.

Thus our proposition works on to this: What is there in the life insurance busines which makes it kindred with journalism? First, let me ask what shall we accept as evidence of kinship, as the unit in our calculation that the sum of the squares on the life insurance hypothenuse is equal to the sum of the squares on the other two newspaper sides? The human interest story we all will accept as the evidence, the unit—the touchstone, even as it is the lodestone with the newspaper man, the thing which draws him to the calling and holds him there without envy of men in more lucrative work—Wall street speculators or United States senators.

After this once young man had turned his coat, if not his trick, he got not infrequent inquiries like this: "When you were on the desk you always were rushing into the city room and asking for more human interest stories. You used to try to make the cubs think that such stories could be found anywhere and everywhere, and your longing for them refused to be satisfied. How can you settle down into the humdrum of life insurance? Are you not simply following the fashion of men in this Home of Insurance?"

The inquiries came rightfully with a tone of reproach, as toward one disloyal—for "journalism is a jealous mistress." It was up to him to make good. Well, then, his newspaper office had had its scouts and its lookouts scanning the horizon in search of the human interest story. Days would go by when none were forthcoming. And they were dull days. The editor would seize his paper in the morning and would agree with the obtuse readers that there was "nothing in it," his regret the more poignant as he reflected upon the nerve-racking work the staff had done through the all too short hours of the night. Times when they had sweat most blood the evidence was hardly discernable in the morning's columns—for there was no human interest story; nothing but a few scraps in Washington; a court decision or two to be reversed the next week; a long report of some tiresome convention;

Courtesy of the C. B. & Q. R. R.

Pioneer Square, Seattle, Washington, Place of meeting of the N. E. A., July 19th to 25th, 1909.

formal election of officers by associations; the theatre with its everlasting pictures, the stock market, and the prospects for the cabbage crop in surrounding towns

Now we all know that human interest in a story varies according to location, circumstances and individual. The correspondent who sent in the cabbage story thought that that was human interest, as indeed it might have been for his community, could the paper's chases have been elastic enough to carry it as written? Nothing has keener human interest for a large number of readers than those very town items which the whirling dervish of a city editor disdains.

I once asked an editor of a country weekly, whose affability as well as whose opulence I envied, not to mention his dexterity in setting type—in which towns he had the largest circulation. His reply was: "New York, Hartford, New Haven and Cincinnati." That meant that former residents and their relatives could not get along without the home pa-

per, and that to them the items about the painting of the fence or the meeting of the grange were human interest stories.

A murder may be wholly without "human interest," the theft of a $2 ring may be full of it. The kidnapping of an aged widow by an avaricious lover has elements of human interest—the kidnapping of a child is much better. The acme of interest, the real screeching head-liner, is reached only when the aged widow is returned to herself or the child to his parents.

Say what they will about newspapers magnifying stories, the editor never is so happy as when his columns are breathing cheerfulness, when he is telling the public about some pleasing adventure that has befallen. A bootblack inherits a thousand, a man recovers an estate from a scalawag, a widow has an unexpected windfall—all these things the editor knows are read with avidity and keep up the circulation.

One reason why they are valuable is that they are rare, in newspaper life. When you learn that the human interest story is the regular daily thing in life insurance, you begin to see that the sum of the squares is coming up pretty near equal. If in a fortnight your reporters in the field, the agents, have sent into you as editor half a dozen rattling good stories of familes relieved from distress, you would sit up and pay attention, would you not? If they turned in every few days stories of the bestowal of a windfall by your own company upon some needy widow or orphan, how would you like that? The once young man gave me several stories of this kind hot off the bat, one of which shall suffice in my demontsration to you.

An agent in Pennsylvania wrote in, describing an aged lady living out in the country with some distant relative, trying to eke out her existence by sewing, knitting and housework. She evidently had seen much better times and the case had excited his sympathy. He had heard a rumor that her husband was once wealthy and had carried insurance. Could the company bother to inquire around and see if this name were on any company's books? The company bothered to the extent of finding the name on its own books.

The husband, reputed to be very wealthy, had carried insurance for $5,000 for several years, but had ceased paying premiums in 1899. He and his wife lived luxuriously in New York. He gave a marble memorial library to his native town in New England. In 1899 he began to travel extensively with his wife and dropped his insurance, evidently without consulting her. The company never heard from him again. In 1904 he died suddenly in Berlin. When the estate was settled it was discovered that his property had become worthless. After a time his aged widow had to make her home with these people in Pennsylvania, where her life was embittered by the thought that she was dependent, despite the few little things her unaccustomed hands could do.

By the provisions of the company, that policy was still good in 1904. There was no trace of it anywhere in the world except on the company's books. That with the proofs of death was enough; so one afternoon the agent called on the old lady and dropped in her lap a draft for $5,000 in cold cash. Other stories told of the sending out of representatives who found the astonished beneficiaries under policies where the insured had not been heard from by the company in many years.

I believe you will admit, professor, that the proposition is demonstrated. Now for the corollary. It is said that newspaper training is valuable for a man whatever kind of busines he goes into. When we newspaper men say that, we have in mind some benefit it would be to the average man rushing into print if he only knew how writing reads when it becomes print; or, again, the advantage to be derived from knowing how easy it is to win a newspaper's esteem and helpfulness by treating its representatives not after the popular churlish or sarcastic manner but as men, or even going out of one's way now and then to deliver an item of news. Surely, the newspaper know-how is valuable, but above all invaluable is the newspaper know-how-to-work, how to get things done at a given moment and be ready for the next thing; how to keep alert; how to turn aside wrath; how to endure heat and cold and hunger and—yes, thirst (how to resist thirst;) how to be like a soldier, quick to obey any direction, to follow any lead on the instant, without a suspicion of a murmur even in the bottom of one's heart,—all summed up in that expression,

Minerva Terrace, Yellowstone Park, to be visited by members of the N. E. A. on return from Seattle Convention.

how to work. I am old enough to have seen a good deal of the world. Latterly I have seen quite a bit of it, and I am free to say that I believe that in no calling is there such a training for efficient work as there is in journalism.

That is my corollary, and the once young man, who hesitated long before he abandoned the life in which he had been trained, and in which he had been reasonably successful, says that whatever success he may attain in life insurance, whatever possibility he may have of serving well those who put trust in him, he owes in largest measure to his discipline in the newspaper office.

ITEMS OF INTEREST

H. W. Armstrong, of Findlay, O., has joined the reportorial staff of the South Bend *Tribune.*

Charles W. Dunkley, of Kalamazoo, Mich., who was with the South Bend Tribune for some time, has gone to the Chicago *Inter Ocean.*

The Duncombe, Iowa, *Tribune,* has been re-established, beginning May 20, after several years of cessation. C. A. Bohnenkamp, formerly of Breda, Iowa, will be the editor and publisher.

R. D. Thompson, a South Bend newspaper man, who was operated on a few weeks ago on account of appendicitis, is convalescent. Mr. Thompson was formly a newspaper writer in Washington, D. C.

W. W. Dunklo, advertising manager of the South Bend *Tribune,* is collaborator with E. . Welsh, manager of South Bend's leading theatres, in an interesting play entitled, "The Lincoln of Labor." Its first production in South Bend created much enthusiasm.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

VERY appropriately, following my introduction to this department of last month, comes this editorial from the pen of Brother Roy L. Ware of the Necedah, Wisconsin, *Republican:*

UNCLE IS INCONSISTENT.

"The printers throughout the country are endeavoring to get together in a concerted movement for the purpose of opposing the present practice of our Postoffice Department of printing envelopes at cost.

"Dear old Uncle Sam, we love him; he protects our property rights; he gives us religious and governmental freedom, such as is enjoyed by no other people in this world; we'd fight for him at any time he needs our services, but at times we think him a little inconsistent. About a year ago he monkeyed with the newspapers' credit system by making them collect up back subscriptions or stop the paper. This wasn't so bad, because some of the accounts were no good anyway. But the practice of furnishing patrons envelopes at cost, when thousands of printers throughout this country are striving to make an honest living by means of the art preservative, is rather harsh. Uncle Sam buys in bigger lots than we can, hence gets a better price, and we can't stand the competition. Why don't you start a wholesale grocery, dry goods, coal, oil, candy business, Uncle? Why don't you sell Easter hats and ladies' hosiery at cost? What have we poor devils, the printers, done that you pick us for competition? Get after 'em all."

As those who read my words last month can testify, those are my sentiments exactly, and I'm glad to see other printers concerning themselves with the subject.

Mr. Ware but lately purchased the Necedah *Republican*, a substantial six-column quarto on ready-prints. Brother Ware is one of the most able young newspaper men in the state of Wisconsin, and will doubtless make good in Necedah. As a personal and admiring friend, I could not wish him any worse luck.

BOSCOBEL, WIS., April 21, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I wish to thank you for your rigid criticisms on my ads in the April issue of the NATIONAL PRINTER-JOURNALIST. Am sorry my last ads failed to reach you in time, but I am enclosing several more which I think you will say are somewhat better than my others.

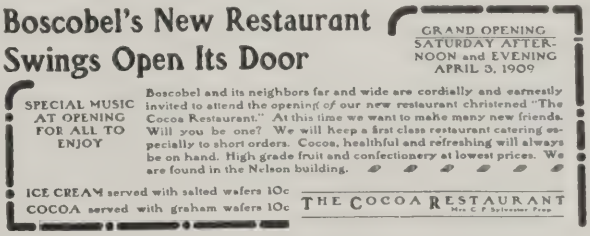
I sincerely hope this department of the NATIONAL PRINTER-JOURNALIST will continue to prosper, for it is a department which is lacking from many of the advertising magazines.

Yours very truly,
HERBERT W. BLASHFIELD.

The above welcomed letter from Brother Blashfield shows with what exemplary disposition of mind this contributor accepts caustic words in these columns; and, whether or not it is fair for me to assume so much credit, yet I trust I may hope, without seeming to appear immodest, that the suggestions offered in this department may in some small measure at least have helped in bringing about the marked improvement that is conspicuous in this brother's work as an ad-writer and compositor. Exhibits 1, 2 and 3, are reproductions of his latest creations, any and all of which are far superior in merit to the specimens reviewed last month or the month before. In the first example, there is faultless display, neat design, perfect massing, and a good expression of selling points. The language is commercial and the typography first class. The second specimen is more original in layout, less perfect in massing and hardly so pleasing to the esthetic eye. The

No. 1

third ad is better in several respects as compared with the second. It is especially well laid out, and a perfectly


Boscobel's New Restaurant
Swings Open Its Door
GRAND OPENING
SATURDAY AFTER-
NOON and EVENING
APRIL 3, 1909
SPECIAL MUSIC
AT OPENING
FOR ALL TO
ENJOY
Boscobel and its neighbors far and wide are cordially and earnestly invited to attend the opening of our new restaurant christened "The Cocoa Restaurant." At this time we want to make many new friends. Will you be one? We will keep a first class restaurant catering especially to short orders. Cocoa, healthful and refreshing will always be on hand. High grade fruit and confectionery at lowest prices. We are found in the Nelson building.
ICE CREAM served with salted wafers 10c
COCOA served with graham wafers 10c
THE COCOA RESTAURANT

No. 2

correct idea of display is evidenced; but from top to bottom, the lower portion of the ad is somewhat crowded, which effect might readily have been obviated

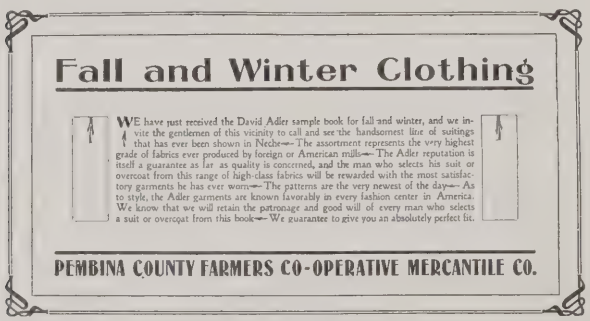
SPRING CLOTHING FOR YOUNG MEN
How Do You Like these Styles?
NOW is the time to get that spring suit you have been waiting for. We can fit you in any size, style or color. Our spring clothes are of all late stylish patterns in stone color and brown. Each suit is made to wear and give satisfaction. It will not pay the young man from the country to send away this year for his suit when odds are so reasonable in price. Come in, boys, while the assortment is large. Next Saturday will be a good time.
Suits $15.00 to $20.00
Top Coats $13.00
Rain Coats $10.00 to $20.00,
Spiegelberg Bros.

No. 3

by having set the prices in a twelve-point letter instead of eighteen-point, with the signature reduced a size

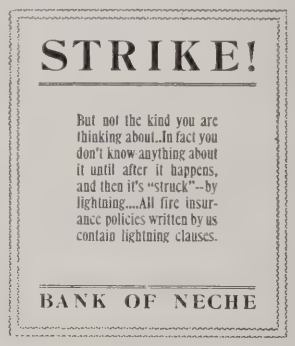
or two and appearing in caps. Brother Blashfield's remarkable improvement in ad-making is gratifying indeed, and I sincerely trust he will continue to keep this department of the NATIONAL PRINTER-JOURNALIST appraised of his progress.

A letter written to me during April, from a friend of my esteemed friend, Rex H. Lampman, of the Neche, N. D., *Chronotype,* informs me that the latter young gentleman "at the present time is having a pretty stiff fight with a 'bunch' of party-collared business men of Neche, who are so narrow-minded that they refuse to patronize his paper—and even go so far as to try to boycott it and starve Lampman out" simply because Lampman with his *Chronotype* showed up the record and opposed the election of one Judson LaMoure, state senator from the first district of North Dakota. This "friend," continuing in his letter to me, says further: "My opinion is that Rex is wasting his time at Neche. He should go to some live town where he would be appreciated. I have told him this, but he wants to stay and fight it out." If Rex had wanted to do anything else, he would have surely fallen short of the eminent opinion I have had of him and proved a disappointment. I do not believe in mixing politics with the business of making a newspaper; but political independence as applied to the character of a newspaper, as I take it, does not mean the entire ignoring of current political issues nor failure to strike at perfidous politicans, to expose graft and political corruption, or to fight, if necessary, when the welfare of the county or state may require it; and I dare say this, in Brother Lamp-


Fall and Winter Clothing
WE have just received the David Adler sample book for fall and winter, and we invite the gentlemen of this vicinity to call and see the handsomest line of suitings that has ever been shown in Neche—The assortment represents the very highest grade of fabrics ever produced by foreign or American mills—The Adler reputation is itself a guarantee as far as quality is concerned, and the man who selects his suit or overcoat from this range of high-class fabrics will be rewarded with the most satisfactory garments he has ever worn—The patterns are the very newest of the days—As to style, the Adler garments are known favorably in every fashion center in America. We know that we will retain the patronage and good will of every man who selects a suit or overcoat from this book—We guarantee to give you an absolutely perfect fit.
PEMBINA COUNTY FARMERS CO-OPERATIVE MERCANTILE CO.

No. 4

man's opinion, is about the state of affairs in North Dakota. I have written the well-meaning and solicitous "friend" not to despair; that Rex Lampman is not wasting his time; he's getting valuable experience—the kind of experience that makes character and men. Editor Lampman is a brilliant young man; he has a splendid mind endowed with talent, and it is therefore natural for those who love him to want to see him rise to greater and grander fields; but things usually work out pretty fair for our geniuses, after all. Of course, all of our genuinely great men do not get their names inscribed on the pages of history, nor is their fame always wide-spread; some of them probably go down to their graves poverty-ridden and unknown; but my idea of true greatness has nothing to do with either fame or fortune; which, you may think, is neither here nor there in a department of newspaper review; so, to get back to consistent subjects, permit me to show these pretty ad-creations from Brother Lampman's *Chronotype,* which stand as proof that his little row with North Dakota politicans has had no detrimental effect upon his ability to manipulate the "art-preservative" material. (Exhibits 4 and 5.) It is but fair to explain in conclusion, that the foregoing remarks form a thing that Rex Lampman has had coming to him for some time; personal over-work on my part has prevented its earlier expression; as a consequence the advertisements reproduced herewith are taken from issues of the *Chronotype* of severtl months ago. And in this connection it is past due to add that last October, H. H. Lampman, Rex's father, relinquished his connection as publisher of the *Chronotype* to the latter gentleman; and in making this relinquishment, the older man threw


STRIKE!
But not the kind you are thinking about..In fact you don't know anything about it until after it happens, and then it's "struck"--by lightning....All fire insurance policies written by us contain lightning clauses.
BANK OF NECHE

No. 5

in an expression that I deem worthy of repetition even at this late date: This is what Mr. Lampman said:

"During the years in which the writer has been engaged in the publication of the paper he has made many warm friends in Neche and Pembina county, and has, as a natural consequence, acquired some equally warm enemies. The former will long be most kindly remembered, while the latter will be charitably forgiven—and forgotten."

I'll freely admit this last may not be orthodox doctrine; but it strikes me that, if all of us could "forget our enemies," the world as a whole would be happier. Psychologically, it would be better for us, and, as a rule, better for our enemies, too.

COEUR D'ALENE, IDAHO, April 20, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We have just put out a special Coeur d'Alene Indian reservation edition of the *Evening Press* as a "Booster" for our lively little city and surrounding country. We have one criticism—will know better next time—the paper on which it is printed should have been lighter weight, but when it gets into your hands and goes under your critical eye there will undoubtedly be other defects developed, but on the whole we consider it a very creditable piece of work for our mechanical department.

We read your criticisms and comments in the N. P.-J, with much interest, because they are valuable to the fraternity.

Yours truly, J. T. SCOTT.

The special edition referred to in the foregoing letter from Brother Scott is indeed a very creditable piece of work for the mechanical department of the Coeur d'Alene *Press,* and, contrary to his expectation, a very critical examiination on my part has failed to reveal many defects, but rather many additional features for special admiration. This edition consists of sixteen six-column pages all greatly illustrated and largely patronized by local business concerns. A lighter weight of paper, as Editor Scott suggests, might have folded better and proved less liable to breaking in that process, but the quality used has been fine for the printing of the many handsome half-tones with which the edition abounds, and I congratulate the pressman on his success in the printing of these cuts, as everyone of them shows evidences of competent make-ready and shows up with as much clearness and beauty as the original photograph. Much of the subject matter of this creditable edition possesses a literary style and interest to make it worthy of preservation, covering, as the title inti-

mates, the many subjects pertaining to the Coeur d'Alene Indian reservation, its native people and their peculiarities and characteristics. And then there are the almost inexhaustible topics of local educational institutions, commercial enterprises, towns and hamlets, history, timber resources, game, railroads, homes, climate, scenery, lakes, public buildings, etc., none of which have apparently been slighted by the editors of this fine special edition. This Coeur d'Alene Evening *Press* if you have forgotten, dear reader, is that devotee of DeVinne, and nearly all of its displayed columns have that face predominating in them. And I have written before about how sightly DeVinne creations are.

FENNIMORE, WIS., April 15, 1909.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR MR. COPPER:—Under separate cover I am sending you some of my ads taken at random from recent issues of the Fennimore *Times* for your kindly attention and criticism.

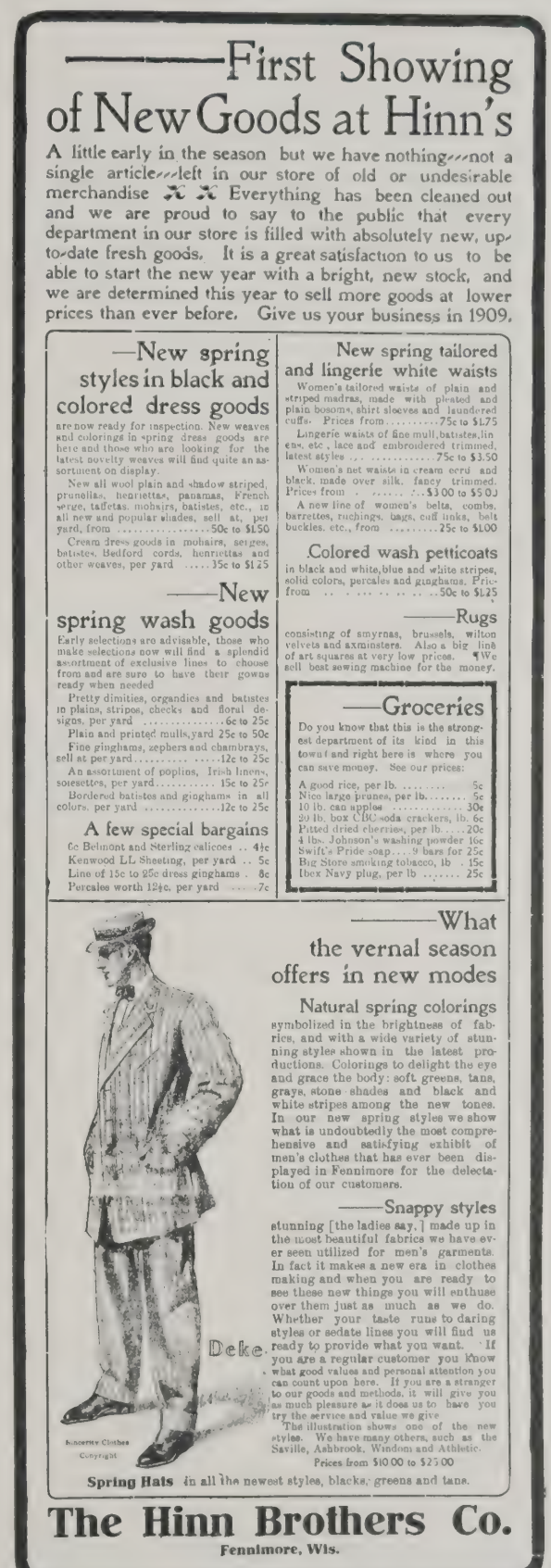
I am also sending you two copies of the Ambassador, issued in the interests of the United Amateur Press Association, of which we are glad to number you as one of our alumni. The *Ambassadors*, however, are not for criticism as they are not the product of my work.

With kind regards, I am,

Most sincerely yours,

LOUIS G. BRECHLER

Need I say that I am very much pleased to have the above communication, and claim it a pleasure to review Brother Brechler's advertisements? He sends among others a very creditable double-page creation, which has received able treatment for so big a specimen. The chief defect lies in the use of too great a variety of type faces in the display, which was probably unavoidable, as is so frequently the case even in some of our largest and in many ways the best equipped country offices. I observe that the two outside columns of this advertisement are divided from the wide central column by double brass rules separated by at least a nonpareil's space. A much neater effect would have been attainable by running one of these rules on each side of these two columns, allowing them to connect with the rules at top and bottom, as they do now. In the Gunderson, Lomas & Nelson page ad, the deep grey border with so little margin between it and the type, the black pica border employed as dashes in the top display, the heavy and incongruous pica border surrounding the body, the variety of type faces, and the plan of empaneling with double rules widely separated, are the objectionable features. The heads in the price lists are altogether too large. Get away from the idea that to be strong a line must be set in a gigantic face. In many instances an eighteen-point heading properly whited has more strength than one of thirty-six-point crowded. In the half-page specimen for the Hinn Brothers Company, in two respects only, the compositor failed in making a very pleasing ad: That lay solely in the manner in which the type portions above and below the main display line were treated. Both of these specimens should have been set in thirty-six-point Jenson (except perhaps the last line) after the long-and-short-line scheme, and all centered. In the triple-column specimen which I reproduce herewith as Exhibit 6, Brother Brechler has done his best work. The style of display is perhaps a trifle freakish, but not beyond toleration. In detail this example has been pretty well treated. In leaving this contributor, I wish to thank him for the kindness of handing me the copies of the *Ambassador*, which were much enjoyed, coming to me as happy reminders of my past pleasant experiences in "Amateuria." The Uapa cannot be more proud of my former connection with their association than I am myself. Of course, I cannot help counting my labors in the amateur field of journalism among the most pleasant, if not the most profitable, of my life, and I shall


First Showing of New Goods at Hinn's
A little early in the season but we have nothing—not a single article—left in our store of old or undesirable merchandise X X Everything has been cleaned out and we are proud to say to the public that every department in our store is filled with absolutely new, up-to-date fresh goods. It is a great satisfaction to us to be able to start the new year with a bright, new stock, and we are determined this year to sell more goods at lower prices than ever before. Give us your business in 1909.
—New spring styles in black and colored dress goods
are now ready for inspection. New weaves and colorings in spring dress goods are here and those who are looking for the latest novelty weaves will find quite an assortment on display.
New all wool plain and shadow striped, prunellas, henriettas, panamas, French serge, taffetas, mohairs, batistes, etc., in all new and popular shades, sell at, per yard, from .....50c to $1.50
Cream dress goods in mohairs, serges, batistes, Bedford cords, henriettas and other weaves, per yard .....35c to $1.25
—New spring wash goods
Early selections are advisable, those who make selections now will find a splendid assortment of exclusive lines to choose from and are sure to have their gowns ready when needed
Pretty dimities, organdies and batistes in plains, stripes, checks and floral designs, per yard .....6c to 25c
Plain and printed mulls, yard 25c to 50c
Fine ginghams, zephers and chambrays, sell at per yard.....12c to 25c
An assortment of poplins, Irish linens, soisettes, per yard..... 15c to 25c
Bordered batistes and ginghams in all colors, per yard .....12c to 25c
A few special bargains
6c Belmont and Sterling calicoes .. 4½c
Kenwood LL Sheeting, per yard .. 5c
Line of 15c to 25c dress ginghams . 8c
Percales worth 12½c, per yard 7c
New spring tailored and lingerie white waists
Women's tailored waists of plain and striped madras, made with pleated and plain bosoms, shirt sleeves and laundered cuffs. Prices from.....75c to $1.75
Lingerie waists of fine mull, batistes, linens, etc., lace and embroidered trimmed, latest styles .....75c to $3.50
Women's net waists in cream ecru and black, made over silk, fancy trimmed. Prices from .....$3.00 to $5.00
A new line of women's belts, combs, barrettes, ruchings, bags, cuff links, belt buckles, etc., from .....25c to $1.00
Colored wash petticoats
in black and white, blue and white stripes, solid colors, percales and ginghams. Price from .....50c to $1.25
—Rugs
consisting of smyrnas, brussels, wilton velvets and axminsters. Also a big line of art squares at very low prices. We sell best sewing machine for the money.
—Groceries
Do you know that this is the strongest department of its kind in this town? and right here is where you can save money. See our prices:
A good rice, per lb. 5c
Nice large prunes, per lb..... 5c
10 lb. can apples 30c
20 lb. box CBC soda crackers, lb. 6c
Pitted dried cherries, per lb.....20c
4 lbs. Johnson's washing powder 16c
Swift's Pride soap.. 9 bars for 25c
Big Store smoking tobacco, lb . 15c
Ibex Navy plug, per lb 25c
—What the vernal season offers in new modes
Natural spring colorings
symbolized in the brightness of fabrics, and with a wide variety of stunning styles shown in the latest productions. Colorings to delight the eye and grace the body: soft greens, tans, grays, stone shades and black and white stripes among the new tones. In our new spring styles we show what is undoubtedly the most comprehensive and satisfying exhibit of men's clothes that has ever been displayed in Fennimore for the delectation of our customers.
—Snappy styles
stunning [the ladies say.] made up in the most beautiful fabrics we have ever seen utilized for men's garments. In fact it makes a new era in clothes making and when you are ready to see these new things you will enthuse over them just as much as we do. Whether your taste runs to daring styles or sedate lines you will find us ready to provide what you want. If you are a regular customer you know what good values and personal attention you can count upon here. If you are a stranger to our goods and methods, it will give you as much pleasure as it does us to have you try the service and value we give.
The illustration shows one of the new styles. We have many others, such as the Saville, Ashbrook, Windom and Athletic.
Prices from $10.00 to $25.00
Deke
Kingery Clothes
Copyright
Spring Hats in all the newest styles, blacks, greens and tans.
The Hinn Brothers Co.
Fennimore, Wis.

No. 6

always reserve a warm spot in my heart for the society and any of its members who may condescend to communicate with me.

HOOKER, OKLAHOMA, April 30, 1909.

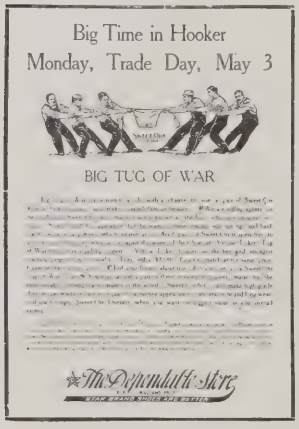
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am enclosing some ads which I set and wish your opinion on and also I am sending you under separate cover some copies of the *Advance*. The editor has lately left us and "we boys" are running things now, but have hardly got ourselves straightened out yet. As for myself I will say that I have just begun setting ads and these are some of my first attempts with the exception of a stray that was given me now and then. The "Dependaable Store" ad gets the most of its style from the proprietor as he tells us to use enough white space to make it look well and to put the body in good clear type with as few display lines as is consistent with the ad. We wish more of our advertisers were of the same mind. I know you will agree with me when I say there is much room for improvement in the *Advance*, and that is one reason why I am sending you this copy, to get your opinions and also to let you see the difference after we "get our hand in."

Yours truly,

CHAS. E. HOOLE.

I've heard it said, "When the cat's away, the mice will play," and I've heard the proverb aptly applied to printers—I say "aptly," because I know what I'm talking about, having been both a "mouse" and a "cat" under the application, you understand—but I cannot see any evidences in the Hooker, Oklahoma, *Advance*



No. 7

No. 8

to denote that the "mice" have been playing during the "cat's" absence in this case. The *Advance* is a creditable six-column quarto weekly, neatly printed and having some excellent facees of type in its displayed spaces. The only really obnoxious feature in the paper is the appearance of so many displayed advertisements on the first page. Otherwise the mechanical makeup is tolerable, although far from up to the standard recommended in this department. The ads which Brother Hoole sends indicate that he has some excellent ideas of composition. For instance, he seems to appreciate the advantage of simplicity of design and display and the value of an abundance of white space. With those two conceptions intelligently possessed, little is in the way of the compositor's success. The instructions to the compositor from the Dependable Store advertising man, as given in the above letter, are giltedge advice, and how well such advice works out in actual application is demonstrated in the fine ads which the *Advance* boys are putting up for the Dependable Store man. Exhibit 7 is one of these ads, as set by my communicant, Brother Hoole, while exhibit 8 is an equally attractive example taken from an earlier issue of the paper. It would take more of a dyspeptic than I am to file any adverse comment anent them.

BRECKENRIDGE, MINN., April 18, 1909.

Benjamin B. Herbert, Chicago, Ill.

DEAR SIR:—Having a few minutes' leisure time on my hands this morning, I picked up the JOURNALIST of the past month to see what the "boys" were doing, and find that some of them are up and doing, while others the reverse.

I am not a subscriber to the JOURNALIST, never have I sent in any of my work before, but in looking over some of the reproductions in your valuable paper, thought I would send you a few ads. The enclosed twelve are the changes I have

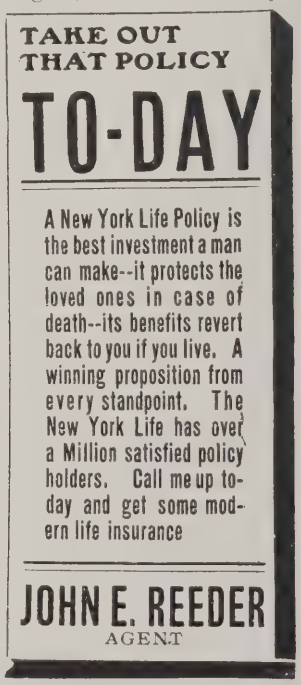
Smart and Correct Easter
ARRIVALS
New Spring Clothes are here in all splendor—clothes for the middle aged conservative man; clothes for the spicy top notch dresser; and snappy suits for the boys and little folk. The variety of style and quality of fabrics at correct prices we are confident will please
You must see our Easter Suits if you want the most for your money
Shoes
for Ladies, Men and Children in all the new lasts, leathers and colors of Shoes, Oxfords and Sandals
Furnishings, Hats, Etc.
which we feel will please you. Ties, gloves, suspenders, shirts, underwear, in fact everything up to the minute to correctly dress you this Easter. Call and see
VERTIN BROS
General Merchandise, - - - - - - Breckenridge Minnesota

No. 9

made in the last two issues of the *Telegram*. The *Telegram* is owned and published by Mr. James, the retiring president of the Minnesota Editorial Association.

Not being a subscriber, I do not expect you to reproduce any of the ads, but would consider it a favor to hear from you personally in regard to them if you do not reproduce any.

There are some changes I would make myself if I was to set some of them again, but there are only two ads but what


TAKE OUT THAT POLICY
TO-DAY
A New York Life Policy is the best investment a man can make--it protects the loved ones in case of death--its benefits revert back to you if you live. A winning proposition from every standpoint. The New York Life has over a Million satisfied policy holders. Call me up today and get some modern life insurance
JOHN E. REEDER
AGENT

No. 10

I was "rushed" on, and that is my own ad—the insurance ad, and the one of Mr. James, the proprietor, his jewelry ad. If the enclosed samples meet with your approval and you wish I will send you some more.

So closing and hoping to be on your list soon, I am,

Fraternally yours,

BENJ. F. HATCHER,

The Ad Man of the Telegram.

A number of the advertisements in this budget from Brother Hatcher are ordinary examples, due, as he ad-

mits, to rush treatment, no doubt. Then there are others in the bunch which are neat and tasteful. A link between these two divisions is exhibit 9. Why, in this example the compositor brought out "Arrivals" in caps, while it is surely of no more importance than the preceeding part of the display, is a question beyond my ability to answer. Exhibit 10 is an excellent insurance ad, being well designed and worded with a burden of conviction. The Donaldson Studio ad is also a neat thing, but is not reproduced here. The James and

Bracelets and Belt Buckles

No woman considers herself well dressed now without a pretty

BRACELET AND BELT BUCKLE.

In no line can we show a more complete assortment than of these two articles. Our patterns are exclusive and the quality easily recognized as the best. Our line of gold filled Bracelets from

$2.25

upwards affords selection from which a most pleasing gift for "HER" may easily be picked. We know what "SHE" would like. We will help you make a selection which will please.....

JAMES
The Jeweler

No. 11

The Capitalist

whose income is largely produced through the money he invests, uses every precaution to protect that producing power against accidental loss. Yet he regards his time as being of immense value, for without his ability, his faculties, his time, the producing power of his investments would dwindle away.

The Wage-Earner

whose only source of income depends on his ability to labor, stands in much greater need of protection, for disability from sickness or accident means to him an immediate and total loss of the value of his time.

Every Man

regardless of his position in life, whose time is money, will find best suited to his particular needs a policy of insurance against disability or disease issued by the

Continental Casualty Co Chicago

B. F. Hatcher
Agent.

No. 12

Hatcher specimens (Exhibits 11 and 12) as those on which the compositor confesses having devoted adequate time and thought, go to show beyond cavil how valuable time and thought are in advertisement composition. The main reason why some ads are bad is that they were set with no definite thought(and frequently with little care) as to what they would look like when completed. The compositor throws them up in a hurry with his mind frequently on something of a foreign nature, and it is frequently a wonder to me that the results are not worse. Some wise one has defined drawing as "thinking and marking around the think;" and since advertisement composition is one of the fine arts, too, the same definition might be applied to it. In fact, anything and everything that the human hand does is simply the result of the thought; hence, if the thought is indefinite in just that degree will the work be imperfect. I hope Brother Hatcher will become a regular subscriber to the JOURNALIST and simultaneously a regular contributor to these columns.

MEMPHIS, TEXAS, April 17, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I am sending you under separate cover a copy of the *Herald* of which my father is the editor, for your criticism. The paper has been under our management for eighteen years and we have done the best we could with it. What I specially wanted was a criticism of my ad work. Our foreman leaving us four months ago, I was compelled to leave college and come home and take his place, as we could at the time secure no one. My practical experience in ad-settting dates from then, a period of a little less than four months, although I have been studying the N. P.-J. ever since I could read, it seems. I am responsible for all the ads in this issue except the two marked with red ink. What do you think of them? Are they passable for a 19-year old foreman with only four months experience? The two ads on the front page are run under contract and are the only ones allowed on that page. We soon intend enlarging to six columns.

Hoping to see a criticism on my work (and shoot it to me hard if I need it) in the N. P.-J. soon, I am,

Sincerely yours,

EARL C. JOHNSON.

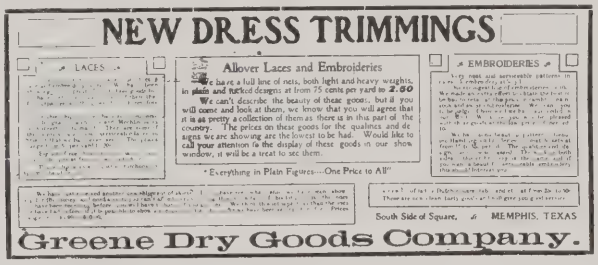
The Hall County *Herald* is a five-column all-home-printed quarto, with an abundance of straight matter and a very poor print. Besides the two displayed ads on the front page, the mechanical makeup is far below the standard so frequently outlined in detail in this department of the NATIONAL PRINTER-JOURNALIST. Exhibit 13 gives a clear idea of the correct method of makeup of a five-column newspaper page. I ask the reader to note that of the seven ads on this page, but one

A. A. ZYTKOSKEE
BARBER
GENOA WISCONSIN
Big Reduction on Jewelry
Wm. Beardsley, De Soto, Wisconsin
MANY BOOKS IN ONE
WEBSTER'S
INTERNATIONAL
DICTIONARY
G. & C. MERRIAM CO.
Farmers, as the seed time approaches, prepare your land in the best possible manner by using the celebrated
Fuller & Johnson,
La Crosse or Gale Sulky Plows
and Disc Harrows
and then deposit your seed grain with one of those Fourth Cry Disc Drills or Hoosier Seeders. But do not forget those Corn Seed Manure Spreaders that pay. Prices right and goods guaranteed. Call and talk this over with
W. C. SARGENT, De Soto
AT DE SOTO HOUSE
APRIL 27 1909
AT GENOA, APRIL 28
AT PERRYVILLE
APRIL 29
IF YOU WANT TO
FIGHT
IT OUT WITH NATURE
ALL RIGHT
F. V. EVERT, M. D.
Physician and Surgeon
Office at Residence
Calls promptly answered
PETERSBURG WISCONSIN
LATEST THING IN COLLAPSIBLE
GO-CARTS
New design, heavy seamless tubing frame and pushes, selected oak arm rests, highly polished nickel joints, highly plated, latest folding adjustment, automatic gearing, nine inch wheels retinned, solid rubber tires, telescope springs, upholstered in good quality waterproof leatherette, large black adjustable hood, folding absolutely flat, and very strong and durable. Price very reasonable
Full Line of Baby Carriages
Genuine Mohair Crushed and Plain Plush Couches $7.00 to $20
Express Wagons, $1.10 $1.25, Coasters $2.50
Small Wood Wagons 35c
Stanley Morris, De Soto

No. 13

of them does not border on pure reading matter. I ask them to note further the order, symetry and general neatness which this method imparts to the page as a whole. Referring to Brother Johnson's advertisement composition, since that is the point to which he has directed my attention particularly, as a starter let me say that for one with so limited a term of experience as he, his efforts are very commendable, notwith-

standing that they are yet somewhat crude and unfinished. I am reproducing the two best specimens in the paper (Exhibits 14 and 15.) The first of these is pretty badly cut up into empaneled blocks, but in the main I pronounce it a fairly creditable piece of work. The only feature in it which I cannot tolerate is the employment of those two vacant panels flanking the main display line. They are wholly useless and certainly not ornamental. Of course, I understand the purpose of their use: They were inserted to fill out the line, and if that object were impossible without them, why, I'd give in; but this Roycroft face may be letter-spaced almost to extremes with perfect propriety, and I'm sure the ad would have looked much better had the latter suggestion been followed out. There is a high degree of mechanical ability and good taste evidenced in this


NEW DRESS TRIMMINGS

LACES

Allover Laces and Embroideries

We have a full line of nets, both light and heavy weights, in plain and fancied designs at from 75 cents per yard to 2.50

We can't describe the beauty of these goods, but if you will come and look at them, we know that you will agree that it is as pretty a collection of them as there is in this part of the country. The prices on these goods for the qualities and designs we are showing are the lowest to be had. Would like to call your attention to the display of these goods in our show window, it will be a treat to see them.

EMBROIDERIES

"Everything in Plain Figures—One Price to All"

South Side of Square. MEMPHIS, TEXAS

Greene Dry Goods Company.

No. 14

ad, however. Exhibit 15 is better if anything, than the first specimen. The effect of the design is original without being very freakish, which is an advantage. The fact that there are greater margins of white on the sides of the panels bordering on the center than on the opposite sides is to be deplored; and I can see no reason why in this design the corresponding spaces could not have been equalized without any deleterious effect. This same design built of lighter faced rule would be

The LATEST AT OUR STORE OF COURSE!!

We now have complete stock of brand new dry goods. All departments have been carefully looked after.

Our silks are second to none—new shades—new goods—new prices Come and see them

Springtime calls for white good and we have them in all textures. India Linons, Dimities, Flaxons, Persion Lawns, Organdies and Linens.

An exquisite line of embroidered Flouncing that is so popular just now.

See our beautiful line of white waist goods.

We also have an extra nice line of Lawns, Ginghams and Calicoes,

Our line of Domestics is unequalled in both quality and price.

Our Notions were not overlooked as you can see by calling. Combs, Barrettes, Ball Pins, Crown Combs, Belts, Collars, and Ribbons. In fact, almost everything.

Come and let us show you through. We know you will be pleashd.

THE PRICEMAKERS MEMPHIS SUPPLY CO.

No. 15

more pleasing to me, because then the rule would not overbalance the type. This compositor must wed himself to simplicity, court layouts that offer the use of abundant white masses, divorce himself from the use of ornaments, be temperate with the exploitation of heavy rule faces, study carefully good examples of typography, think well and carefully before he sets a line, and there's little doubt but that he may become one of the country's best ad-men.

MORRISTOWN, TENN., April 20, 1909.

Mr. O. Byron Copper, Editor "Newspaper Criticisms," N. P. J., De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you copies of the Morristown *Republican*. I have been a very interested reader of the N. P.-J. for the past few months and find it of much interest and help to me, especially your department.

I am foreman of the mechanical department of the *Republican*. I set the advertisements, make-up the paper and do job printing for a fair and growing patronage. So you see I haven't much time to give to technical details. Oftentimes it is necessary for me to set several columns of advertising and make-up, lock-up and put on press four pages of the paper in a single day and this with the facalities of a country shop.

The advertising type and rule is badly worn and very deficient as to quantity, considering the amount of advertising and poster work I have to set. So it is not always what face or size I *want* or *ought* to use but what I *can* use. The use of reglet oftentimes prevents good corner fits with brass rule. I have to lock up the forms wood furniture so it is very hard to lock up a type page so the column rules will be straight. In making-up I try to follow your instructions and put the advertising on the right of the page but it is impossible to always get the smaller ads on top of column as some of our large advertiseers demand position at top of the page. The paper has been under the present management a little over a year and the hustling owners are adding facilities as fast as possible. As you will notice they have added a new 10 pt body in the last few months. Also many of our cuts are made on our own stereotyping outfit which was added less than a year ago.

I state these facts not as an apology but to enable you to be fair in your criticisms, if you consider the work worthy of any of your valuable space.

Yours for better newspapers,
PAUL D. CONVERSE.

Brother Converse has favored me with a large bundle of the *Republicans* which I have looked over very

THE MORRISTOWN REPUBLICAN 12 Mos. For 85c

DURING BARGAIN WEEK

The most extraordinary subscription event ever conducted by any newspaper in this section will be inaugurated by the publishers of THE MORRISTOWN REPUBLICAN, Monday, April 26 and will Continue SIX DAYS Ending Saturday Night, May 1.

We Want 500 New Subscribers

THINK OF IT!

IN ADDITION

Special One Hour Events for BARGAIN WEEK

Mon. April 26 from 10 to 11 a. m.

Tues. April 27 from 10 to 11 a. m.

Wed. April 28 from 10 to 11 a. m.

Thurs. April 29 from 10 to 11 a. m.

Fri. April 30, from 10 to 11 a. m.

Sat. May 1, from 10 to 11 a. m.

As a Special Inducement, Every Twentieth Subscription Received During Bargain Week will be Given ABSOLUTELY FREE.

The Morristown Republican

Subscriptions by Mail

Offers Absolutely Bona fide

Old Subscribers

Don't Miss the Opening

ADDRESS ALL COMMUNICATIONS TO

The Morristown, Republican,

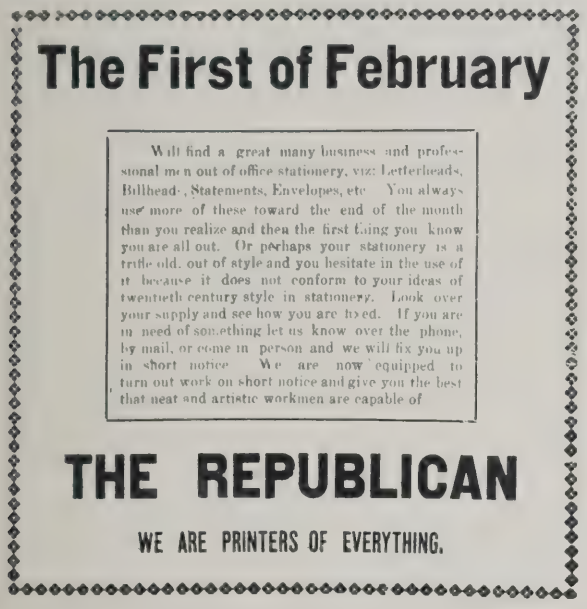
MORRISTOWN, TENNESSEE.

Begins April 26 BARGAIN WEEK Closes May 1.

No. 16

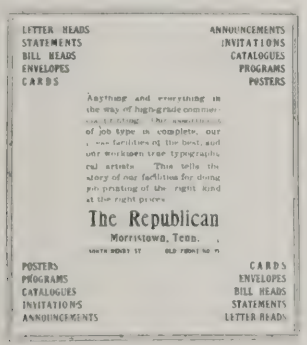
carefully, getting several impressions from my critical inspection. First among these is the conviction that the *Republican* is a hustling, enterprising, wide-awake, public-spirited paper, and everything about the sheet itself suggests that everything about its making goes

with a "rush-slap-bang," and therefore, as may be imagined, composition, presswork, makeup, etc., do not measure up to the standards of some less hurriedly manufactured papers. Sometimes, however, Brother Converse achieves some pretty favorable results with both his ads and his makeup, as in evidence especially in the issue of March 12 last, of which the first page was especially pleasing, being neatly balanced and wholly free of displayed advertising matter. The ads in this issue, too, were considerably better than in al-


The First of February
Will find a great many business and professional men out of office stationery, viz: Letterheads, Billheads, Statements, Envelopes, etc. You always use more of these toward the end of the month than you realize and then the first thing you know you are all out. Or perhaps your stationery is a trifle old, out of style and you hesitate in the use of it because it does not conform to your ideas of twentieth century style in stationery. Look over your supply and see how you are fixed. If you are in need of something let us know over the phone, by mail, or come in person and we will fix you up in short notice. We are now equipped to turn out work on short notice and give you the best that neat and artistic workmen are capable of
THE REPUBLICAN
WE ARE PRINTERS OF EVERYTHING.

No. 17

most any of the other copies at hand. I take it that that week more time was at the workman's disposal. Brother Converse has explained well why his work is not of a higher degree of excellence, and while I regret to learn of such conditions, I am all too familiar with them, and can see nothing that I may say to help matters. In the lives of many printers the daily motto is



No. 18

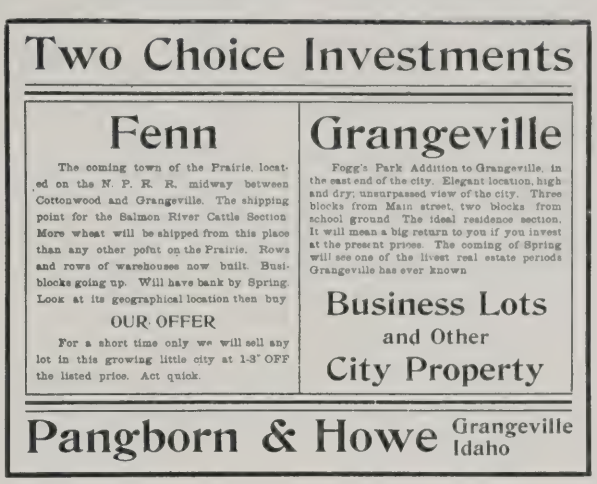
"Make the best of it." It isn't what we *want* or *ought* to have, but it's what we get that does us good. There's one thing about this Morristown *Republican,* by the way, that's worthy of note, and that is its proneness to self-advertising. In nearly every copy of the various issues at hand I observe an ad for the shop itself. Exhibit 16 shows a page ad announcing a bargain sale of yearly subscriptions to the *Republican,* while exhibits 17 and 18 are ads for the jobbing department of the plant. If newspaper advertising is good for the merchants, why hadn't a little of it ought to prove all right for the editor, too?

O. Byron Copper, De Soto, Wis.

Am sending you under separate cover several copies of the *Free Press,* wish you would tell me through the columns of the JOURNALIST what you think of it.

Respectfully, L. A. WISENER,

Brother Wisener's paper, The Idaho County *Free Press,* is a six-column all-home-printed quarto, with a clean front page, neat typographical styles, a liberal advertising patronage, all of which the compositor has


Two Choice Investments
Fenn
The coming town of the Prairie, located on the N. P. R. R. midway between Cottonwood and Grangeville. The shipping point for the Salmon River Cattle Section. More wheat will be shipped from this place than any other point on the Prairie. Rows and rows of warehouses now built. Business blocks going up. Will have bank by Spring. Look at its geographical location then buy
OUR OFFER
For a short time only we will sell any lot in this growing little city at 1-3 OFF the listed price. Act quick.
Grangeville
Fogg's Park Addition to Grangeville, in the east end of the city. Elegant location, high and dry; unsurpassed view of the city. Three blocks from Main street, two blocks from school ground. The ideal residence section. It will mean a big return to you if you invest at the present prices. The coming of Spring will see one of the livest real estate periods Grangeville has ever known
Business Lots
and Other
City Property
Pangborn & Howe
Grangeville
Idaho

No. 19

treated in a fashion rendering it most attractive and admirable. The office equipment is evidently modern and complete, and everything mechanical shows the fine advantage of such a condition. The *Free Press* offers an excellent local news service, giving in addition to the recounting of events about the town a fine series of country newsletters furnished by a numerous and capable corps of country reporters. There is further a department of spicy editorials and many headed news

No. 20

The Gordon Hat
$3
The HAT that made this enough.
The Bargain Store Co., Ltd.
Fine Feathers
$10.00
Satisfaction or Your Money Back
The Day Before Easter
We will place on sale our Entire Immense Stock of
Ladies Tailored Suits
Shirt Waists at Bargain Prices
Remember--The Day Before Easter

No. 21

stories. All of the editorial work is creditable. But among all of the many pleasing and praiseworthy features of this excellent paper perhaps none exceeds the fine advertisement composition, of which the accompanying exhibits (Nos. 19, 20 and 21) are fair examples. The first two are handsome specimens of that which can be accomplished with the old true and tried DeVinne, while the third is a study in Cheltenham Italic. Brother Wisener has asked me to tell him what

I think about his paper; I have tried to do so briefly; when a contribution is so good as this Idaho County *Free Press*, I usually find it doesn's take half so many words to dispose of it as in instances where the paper is bad, requiring many criticisms, citations of errors and suggestions for improvement. I shall therefore finish, congratulating the *Free Press* force on their conspicuously successful work.

Grangeville, Idaho.

OPELOUSA, LA., April 17, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—It is only recently I took charge of the above paper, and I am sending you copies under separate cover, and will await your criticism. I will also appreciate any advice that you may give me personally, as my whole desire is to make it a first-class weekly paper. I get the NATIONAL PRINTER-JOURNALIST from the news-stand and find some good information in each issue. Hoping some day to meet you personally and have a heart-to-heart talk with a man so much my superior in the journalistic world,

Yours truly, ANO JACOBS.

In many respects the St. Landry *Clarian* (the paper to which Brother Jacobs refers in the foregoing letter) is worthy of this department's praise and admiration. Chief among these is the big, clean front page. No less gratifying, and even more important, is the excellent news-service, which is both extensive, timely and thorough. The profuse use of half-tones to illustrate the sheet's contents is a characteristic of the *Clarion* that adds no little to its interest and attraciveness. The paper is prined exclusively in the home office, with pretty fair success on the part of the pressman, although that gentlemen is not very strong on half-tones; nevertheless, in the main the results are not bad. The typographical styles will pass, but a trifle too much space is allowed in the single-column four-deck heads; that is, the space is improperly distributed: I should prefer a trifle less space between the first two stairstep lines, less space between decks and more space between the lines in the inverted pyramids. Most of the displayed advertising matter is composed after a plain, strictly commercial style, rather than after artistic lines, and the larger specimens are even unsightly with their multifarious faces of type and nefarious ornaments and rules.

The *Clarion* is a seven-column quarto, has a strictly metropolitan aspect, carries an enterprising department of editorials and imparts an air of public-spiritedness that is most becoming and ought to prove exhilerating to its local readers. I hope this may not prove its last visit to my desk.

COON RAPIDS, IOWA, April 12, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the *Enterprise*, I want you to pass on the make-up of the paper, and the ads of E. V. W. Garst and Speicher and Rough. Please point out the weak spots.

I think that your criticisms in the N. P.-J. helps one to be able to please the advertiser, and makes a satisfied customer. Yours respectfully,

T. E. WEST.

It is a pleasure to find the Coon Rapids *Enterprise* a veritable model newspaper in nearly every department. Beautifully impressed, with a delightfullv clean front page, neat headings, exquisite ads, excellent contents, many country newsletters and first-class editorial work, there is little left unfinished. Exhibit 22 is a portion of the front page, and exhibits 23 and 24 the two ads to which Brother West has directed my attention especially. He has asked me to "point out the weak spots" in these ads, but I can find none in the first specimen; and, while the second is not quite so good an example, yet I have seen many worse. The second specimen seems to lack that fine artistic touch

The Coon Rapids Enterprise.

No. 22

in the treatment of detail so conspicuously in evidence in the first. This is all I have time to offer at this writing, but if Brother West will favor me with a

Your Spring Clothes
It is your aim, of course, to be correctly dressed. It is our aim to see that you are correctly dressed. You want that which is most becoming to you and you want it from the prevailing fashions. We know that this is your first and deepest interest and knowing that we are in the best position to satisfy you and meet your desires in every particular we are sending you this brief description of a few of our suits, coats, and hats with the view of calling your attention to ourselves long enough to have you take a look at what we have to offer you. We have some of the best made goods in the world to offer you. They are made of the best materials to be had and they have all the style that can be given them by any talent so we are proud of what we have to offer.
And Don't Forget
that while we are showing you all the style we have not forgotten the Clothes for Older Men
Many men desire garments of the more subdued styles. Our men's styles will appeal to them with the touches of the extreme left off and they will still have that finely modeled and perfect fitting suit that is a constant satisfaction
Our Young Mens' and Boys' Hat Department
Has become very popular and we can say with the greatest confidence that the season surpasses all others for the really dressy hats for this department. We are showing a striking line of novelties in the prettiest green, olive and sage effects. The few illustrations that we show here will give you an idea of the shapes but they are better appreciated when seen. Price $1.50 and upward
Here is a suit for those who desire an attractive suit without much outlay. The patterns are stylish and while the material has some cotton they have excellent wearing values and they are the most attractive values for the money we have seen but do not have the fine tailoring of the better suits. Price $10.00 and upwards to $18.00.
You surely need a Raincoat. No wardrobe is complete without one of these very desirable garments. They are serviceable in all sorts of weather and are more than ever the ideal garment for every day use. We are showing a good line of the above garments at $9.00 and upward
Here is the decidedly pretty set except of small dimensions that will be much worn this season. They come in all the leading shapes. $1.50 and upward
You will notice here one of those extremely handsome suits that you are sure to admire. It embodies all the latest ideas on the young mens apparel
Price $15.00 and upwards
This is a very pretty hat of the more conservative style. A very becoming hat to most people. Colors mastix with dark brown trimmings black and sage. Price $2.00 to $3.00
The Stiff Hat is very popular this season and always looks well. We are showing them in small medium and large shapes to suit all faces. Colors black and sage. The best qualities $2.50 and $3.00
If this spring overcoat appeals to you, you will wear one of the newest conceptions of the day. They come in different lengths to suit. All of these garments possess pleasing character and win the admiration of all who most appreciate style in its full sense. Price $12.00 and upward
Here is one of the popular hats worn by both the boys and young men. They come in a variety of shades and colors. Boys' $1.00 and up. Mens' $1.50 and up
Coon Rapids, Iowa
E. & W. Garst
Coon Rapids, Iowa

No. 23

copy of the *Enterprise* some time in the future, I shall be pleased to take up the subject again.

ELMORE, MINN., April 12, 1909.

MR. COPPER:—I am sending you under separate cover a copy of the Elmore *Eye* for criticism. The present management has owned the paper four months and is making improvements as fast as possible. We have a town of 800, are on the state line in Minnesota and ten miles from the county seat which has two papers.

I am man of all work. Have read the PRINTER-JOURNALIST off and on for years.

Yours, W. A. BRUSS.

There is something so enterprising about this little sheet that, in spite of the several defects that I may be constrained to mention during the course of this review, I cannot forego a feeling and an expression of admiration. Despite the generous advertising support, a clean front page is maintained, which goes a

Easter Showing of New Neckwear
The novelty shades are all wanted by the best dressers, time is short so get here tomorrow sure.
25c to $1.00
Speicher & Raugh
The Most Reliable Store For Correct Styles
The Correct Corset Modes
American Lady of Course
A complete assortment of the best and most correct models
$1.00 to $5.00.
To Morrow Is Last Selling Day Before Easter
Everything is ready All Staple Lines are amply supplied, while Novelties, such as have established the staple prestige of this store, have been gathered from every authoritative center for your choosing
Smart Snappy Easter Footwear
Easter is only one day away so don't wait until the last minute to get your Easter Footwear
Individuality of Style and Best Values are Prominent.
Our Fine Footwear posesses every point of excellence that the most expert workmanship can put into them and yet our prices are far lower than the Smart City Shops ask for like grades. We can shoe the whole family at from 25c in Infant's to $5.00 in Mens'
Beautiful Net and Silk Waists for Easter.
Our display is one of exceptional beauty. The variety in Styles this season assures a satisfactory selection "Our Materials the Best" "Our Styles Most Correct" and "Our Prices the Lowest"
$3.50 to $6.00.
Mens' Ladies', Boys', Misses and Childrens'
Knit Underwear for spring and summer The most complete line we have ever shown The selection is now at its highest level of completeness and a more attractive line of Underwear was never shown in Coon Rapids
Ladies 10c and up
Mens 19c and up Boys, Misses and Childrens 10c up to 50c.
New Skirt Models
Some very new Styles in Tailored Skirts in plain colors and the new gray stripes that are entirely new designs and shown here only are priced only
$5.00 to $10.00
White Wash Skirts
At $1.75 to $2.50 They are beauties
Select Your Easter Jackets and Skirts---Special Easter Prices Now
Coats finely Tailored fitted and semi-fitted, 32, 34 and 36 inches long, half lined and full lined—made of finest coverts in light tan and stripes also gray shades, to sell from $5.00 to $12.00.
Speicher & Raugh

No. 24

long way toward creating a good impression with anyone who knows what's what. But there is ample opportunity for improving this front page: Instead of opening every column with a heading, the makeup should plan it so that only every other column is so opened. And a better and exactly uniform style should be adopted for these heads. First, let the first line be a full one. Let a two-line inverted pyramid follow this. Then insert a cap key-line (if desired) and follow this with a three-line inverted pyramid. The first line should, of course, be of caps; and by all means each heading should be an exact duplicate in style of the other. Defective presswork is noticeable, and advertisement composition is of an inferior grade, due partly to the antiquated faces in use. The make-up can be improved by following the model illustrated in this department by exhibit No. 13. If the makers of the *Eye* will do their best in inaugurating the improvements suggested here and favor this department with future copies, perhaps further advice will occur to me. At any rate, I wish them success.

LINCOLN, MO., April 22, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am mailing a copy of this week's *Independent* for your criticism.

The *Independent* is printed on a Washington and with the exception of the type used in the country correspondence, all the body type is very old. I expect the first words of disapproval that you will have will be concerning the advertising on the front page. I would rather not have any there either, on the front page. I would rather not have any there either, and in an endeavor to keep them off charge 9c. per inch for front page while the rest of the page is 8c, as that has done but little towards keeping advertisers off the front page I shall raise it to 10c.

I would be pleased to have your opinion of the Lumber Co.'s ad on front page, People's Bank on page four, Farmer's Bank, Joe Hunt and Rhodes drug store on paage five.

Your department in the NATIONAL PRINTER-JOURNALIST has proved of immense benefit to me.

Yours very truly, R. R. GILBERT.

The *Independent* is a well impressed six-column quarto with ready-print interior. Barring the many front page ads (of which I shall have more to say before I have finished) and a rather too haphazard fashion of make-up of other pages, the mechanical arrangement of the matter might be said to be all right. In point of contents no adverse words could be offered, there being lots of local news and an enterprising department of exchange clippings and an editorial column. Referring to the ads to which the brother has called my attention, I shall consider them in the same order in which he has mentioned them in the letter above: I have a very poor opinion of the Lumber Company's ad on the front page. It is rather too crowded to be attarctive, and borders on the freak order. So far as I can see there is nothing very pretty or original about this ad. Still, in all fairness I must add, on the other hand, that there is really nothing typographically "rotten" about this ad. Save for the disagreement between border and type, the effect is quite harmonious—but there is such a thing as typographical monotony, too. The ad of the People's Bank is probably more pleasing than the Lumber ad, but I doubt if it is as nearly correct in detail. It is certainly not without novelty. There is a certain degree of art in it, but its typography is weak, especially as peraining to display. Whiting out is also very imperfect. The ad of the Farmers Bank is a plain little specimen, very ordinary in aspect, but much better in detail than the one just reviewed. It has better display and much better massing. The Joe Hunt specimen lacks display and would be far better with the pica panels removed from around it. The Rhodes Drug Store ad is freakish and of a style not to be commended. The best two ad specimens in the paper are those of J. B. Calbert & Co. and F. Boehmers. Neither of these have a flaw in them, are neatly displayed, simple and strongly whited. (Exhibits 25-6.) Now, a

No. 25

No. 26

word anent ads on front pages, and I'm through: That publisher who hopes to keep advertisers off his front page by charging a higher rate for space thereon is just the laddie who's going to be disappointed. The wise advertiser wants the best space he can buy, and he naturally concludes that if front page space is higher in price than back-page space, front page space must be better; hence, he bids for front-page space and gets it. There's but one way to make a clean front page and keep it clean, and that's simply adopting the rule of "POSITIVELY NO FRONT PAGE SPACE FOR SALE." The wise advertiser will then take the next best thing. You can bet he's not going to stop advertising just because he can't have front-page space. He knows too much for that.

DISGUSSIONS BY CHICAGO EMPLOYING PRINTERS

SOME two hundred leading firms of employing printers in Chicago are members of the Ben Franklin Club. On Thursday noon of each week, they take lunch together and have at least one paper presented on some practical subject, and on the second Thursday of each month, they take dinner together at 6:30 o'clock, generally in the dining hall of the Chicago Advertising Association and follow the dinner with regular business session, during which members of the different committees present matters covered in their purpose sometimes interspersed with numbers by a professional entertainer.

We believe that the plan followed out and the matters considered will prove valuable to all organizations of printers and newspaper makers, for a live interest is kept up in the organization and a great deal of information is secured and friendliness and good comradeship are nurtured, individual members are benefited and the calling advanced in many ways.

On Thursday evening, May 13th, the program was as follows and not a number was omitted nor a subject slighted: "Banking and the Printer," Mr. W. F. Whitman, Excelsior Printing Company; "A Printer and His Advertising," Mr. H. J. Buckley, Buckley, Dement & Company; "The Work of the Cost Committee," Mr. J. A. Morgan, C. H. Morgan & Company; "The Needs of a Publicity Committee," Mr. B. B. Herbert, NATIONAL PRINTER-JOURNALIST; "Our Club's Interest in Legislation," Mr. John J. Miller, Barnard & Miller Company; "If You Should Invoke the Court's Aid," Mr. Harvey T. Fletcher, Attorney for the Printing Trades Credit Association; "Advantages of Membership in Our Club," Mr. W. H. Sleepeck, Sleepeck-Helman Printing Company.

BANKING AND THE PRINTER.

Mr. Whitman had made a careful study of the standing of printers among bankers and had discovered some things, that, while not entirely flattering or pleasant, were wholesome and instructive. He had found that printers as careful, prompt, efficient business men did not have a high standing at the banks as deserving of high credit. His inquiry resulted in the discovery that in the banks, of Chicago at least, printing presses, machinery, and type, even though the investment might be one hundred thousand dollars or more, were given no consideration in making loans to printers. The things considered most are the earnings of the business, the live credits, the cash bank balances and the reputation or character established for business methods and promptness. A printer with a quarter of a million dollars invested in his business might not be able to secure a loan at a bank at all, while, one who could make a good showing of earnings, of good book accounts and healthy bank balance, with a reputation for successful business methods, could borrow much above the amount shown his due on accounts or bills receivable. He gave an instance of a printer who could, by making a showing of live or active accounts, or bills his due, of some $40,000 easily borrow $50,000. He had a reputation for carrying a cash balance of $10,000 and of always meeting his obligations promptly. The inference, we presume, was that the loan would nat be asked if it were not needed as working capital, to carry forward his prosperous business and accomodate or give judicious and necessary credit to responsible customers and that the business, in this way retained or secured, would earn the means of meeting the loan when due. It was a most forcible and practical lesson as to the value of thorough methods and promptness in meeting obligations, and taking advantage of all trade discounts in the conducting of the printing business

A PRINTER AND HIS ADVERTISING.

Mr. H. J. Buckley in speaking of " A Printer and His Advertisinng," put satisfied customers as first in value as a means of advertising a plant but advocated a thorough, continuous follow-up system of discreet ciccularizing. The printer who shows attractive printed matter to his customers has an advantage over the other advertisers for he is always showing what he can accomplish in the way of attractive publicity. He strongly advocated "the making good," telling what he can do, and then doing it. He made many other points as to good advertising by the printer, the output of whose office must so largely be that of effective publicity for others. The Work of the Cost Committee which had been constantly presented at the meetings of the Club, when taken up later, was shifted into the consideration of "Reciprocity in Business" that proved intensely interesting.

THE USES OF PUBLICITY FOR A CLUB OR ASSOCIATION.

The committee on Press and Publicity had not previously presented a report or given any outline of the necessity of this branch for the benefit of the organization. The subject assigned covered a field, as to "The Needs of a Publicity Committee," that was so wide as to embrace therein the needs of publicity of all organizations of workers who are striving to better their callings through mutual interchange of knowledge and effort, but speaking especially as to the Ben Franklin Club of Chicago and its objects, work and influence. Mr. Herbert said: "The Ben Franklin Club needs a publicity commitee because its deeds are good and not evil and hence prefers light to darkness. Having the light, the desire is to follow the scripture injunction not to hide that light under a bushel but to place it on a candlestick where it may be seen by all men. Early in my study of the classics, I came upon a saying of one of the old Greek philosophers to the effect that, he who carries a lantern at night and lights another on his path, does that which does not discommode himself, but greatly benefits the other. There is more than this, however in a calling, the course in which needs light, for such enlightenment to the other brings a reciprocating benefit. It is much more profitable to have competitors walking upright than to have them stumbling and encumbering the way through dark ignorance, barring the progress of others. Publicity is the good genius of this age as against the evil genius of concealment of the past, when it was thought that the way to success, or to all rule, was through the ignorance of patrons or of subjects. Even the highest, most successful diplomacy, which in the past consisted in skilled deceit, has come to be the clearest and most convincing statement. Publicity means honest information and clear understanding. It removes all causes of distrust and prevents wrong. If war ever ceases, it will be through a publicity that removes all grounds for misunderstanding among nations and shows that each is acting with honest purpose and with due consideration for the rights of other nations. Some have found fault with the greatest disciple, promoter, and producer of publicity of the age—Ex-President Roosevelt. His methods were so greatly successful that even a high official of the Standard Oil Company declared that they had made a mistake in their course of concealment, and proposed hereafter to take the people into their confidence. Such a course would doubtless have kept the officers and representatives of the Company from temptation and much wrong doing. Ex-President Roosevelt's publicity may have been disagreeable, but it caused a healthful revival of both business and civic honesty. Notwithstanding this good work, greater belief in and practice of honest publicity, there yet remains doubts, suspicions and prejudices in the minds of customers, as well as misunderstandings and jealousies betwwen competitors. Then it may be stated that the Ben Franklin Club needs a Publicity Committee to promote publicity for three reasons:

First, Because the Ben Franklin Club, in its developing of a cost information schedule and a reliable, correct, honest system, has that which will help others to better methods,

and, to a great extent, do away with price cutting and open the way for business success. "No one liveth to himself alone" in this age of multiplied business establishments and enterprises. One's success is dependent nearly as much on the course of his competitors as his own exertions. If through ignorance, competitors do work or sell goods at a loss, it is pretty difficult for one to secure a living remuneration, however energetic, wise and efficient. It is not enough that cost be understood only by the few. There is nothing so persistent as ignorance and selfish greed, and the two generally travel together. Knowledge must be made so broad and so accessible as to be open to all and not only this, it must be brought home to each and all.

The manager of the circulation of a great newspaper once said that he had worked on the rule of making it impossible for any one not to have the opportunity to buy or subscribe for his paper. The opportunity was not hung up in the office but was presented to each individual wherever he might be, every day in the week. The knowledge of the cost of the printing in order to make the business properly remunerative, must be pressed home to every individual in the calling and made so common and general that every ignoramus or conceited individual with only a one-sided view, who seeks to become an employing printer, will understand and take notice.

Second, Publictiy is needed for the better understanding with customers, though when all printers understand the true cost of production, the dealing with customers will become much easier. It is the variety of prices secured by customers, through the ignorance of printers as to real costs or any reliable methods for ascertaining the same, that makes for hardships in the calling. It is not true that business men as a rule wish to get work for less than cost, and I believe that it is often just as well to state the cost with the price charged, though there are exceptions. I remember hearing the case of a leading firm of this city discussed at the meeting of the Chicago Typothetae in 1893. This firm provided a room and a table on which were spread out the jobs on which figures or estimates were wanted. Each printer was invited to come and make estimates on the whole lot with the prospect of being awarded those jobs on which he was lower than all competitors. One leading printer, who refused to send his man to figure under such conditions, told the representative of the firm that in this way the work would all be obtained at less than cost for it was almost certain that when thirty or fourty different printers figure on from sixteen to thirty jobs in this way, that each, however well informed, would make a mistake on one or more of the jobs. The reply was, "We know it. We expect to get our work for less than cost." The man probably did not realize that getting work for less than cost through trickery was theft or simple stealing, or, if he did so realize, there are same thieves now in business. The only way is to lock the door against such schemes by having a perfect cost system and insisting upon the opportunity for fully and accurately figuring the cost of a job before submitting a bid or estimate. This is only fair and honest to our regular customers. Railroads are prohibited from the giving of preferred rates or credits because it is not honest or a square deal to others, leads to driving men out of business and the building up of oppressive monopolies. Cut prices given to greedy or dishonest customers or given with a view of beating a competitor, is not good business, it is not fair or honest to regular customers. The result is just as ruinous when losing prices are given through ignorance of cost or the lack of a reliable system for ascertaining the same, as when given through knavery or in an attempt to injure a competitor. Printers of the Ben Franklin Club want publicity that will inform and convince customers that instead of any combination or trust, to put up prices, they are seeking the universal adoption of an honest, reliable system of keeping and estimating cost and proper results therefrom—a basis for honest living prices that will be fair and to protect customers as well as the business. No reasonable man complains of just charges but no one wants to be put at a disadvantage by being compelled to pay more than his competitor.

Third, This and every other organization that is struggling to put the calling, that it represents, on an honest basis, such as will secure proper remuneration and command confidence and respect, needs a direct, convincing publicity among members of the craft in order that all printers may come to an understanding and join intelligently and heartilly in the establishing honestly correct methods worthy of a calling that serves all other callings and yet receives the least remuneration in proportion to the demands made upon it and the skill, industry, experience, risks and business ability required. Every worthy cause demands for success, strenuous promotion through publicity. It is most gratifying, and somewhat wonderful, to know of the growth of this Club and of the extension of its influence throughout the country. In this work the regular trade papers, that have, for good reasons, paid much attention to the successful work of this organization, have been of great help and the work of the *Ben Franklin Monthly* cannot be over estimated. How any employing printer can read a copy of that paper and not become convinced that he ought to become a member and share in its support and benefits, is certainly a mystery. I believe that the regular journals that have been educating printers for years along the lines taken up by this organization deserve consideration and support, yet it is evident that more is needed.

The opportunity for knowledge does not always make one wise, or good—knowledge does not always result in acts. There must be special appeals supported by the power of example and organization. The feet of the careless, of offenders walking in the old trodden ways of cut-throat prices ignorant guessing, bad habits and practices, must be taken out of the mire and clay and set on the solid rock of right methods and right practices. Some one must not only show how, but, by the compulsion of personal influence and the installation, in business, of right cost and other systems, must compel a change. One may have a right system filed away for years and yet never use it, just as a man may have the Gospel of the Great Teacher and the teachings of His Apostles on his center table for years and even know the contents, still continue in the carelsss, destructive ways of error. There must be a personal appeal and personal application, and in this work every one connected with this Club should consider himself an active member of the Publicity Committee, for his own good and the salvation of his fellows.

Reports of the satisfactory working of the cost system, and of its benefits, should be published in the journals devoted to the calling, briefly in the newspapers, as well, and then should be urged by personal letters and direct individual appeals. If such intelligent persistency and systematic appeals were used, as are used by life insurance agents or even by those interested in many of the fraternities intended to guard people and those dependent upon them against the accidents and uncertainties of life, the membership here would be doubled in six months and scores of similar organizations would be founded throughout the state and the west. The benefit to every member in his business, in the increase of its profits and its attractiveness, would be worth more than all the life insurance within reach of the means of the printers. An abundance of provision for the future would be secured in the business and permanance of business, in the profits that would insure competency, to all honest, efficient followers of the craft that owns the glory of the great philosopher, diplomat, statesman, philanthropist and patriot—Benjamin Franklin."

INTEREST IN LEGISLATION.

Mr. John J. Miller of the Barnard & Miller Company, showed the special interests of the printer affected by legislation, referring to the tariff on paper and pulp, to the Government printing of envelopes, to public printing in the State, and urged that printers have a regard for those matters and inform representatives in Congress and in the State Legislature of their rights and reasonable demands. He had an article read showing the extent of the printing industry and its standing in the scale of manufactures.

RECIPROCITY.

Mr. Miller's remarks drifted naturally into the matter of reciprocity in business and trading at home and when Mr. Morgan was called to speak of "The Work of the Cost Committee," he spoke of just having come from the meeting of the commitee of two hundred of the Chicago Association of Commerce, who have undertaken the placing of the $1,000,000 bonds for the erection of the Commercial Building and of the representation of the Ben Franklin Club in the organization. Recent discussions showed that large quantities of business are sent out of the city through the lack of proper understanding and reciprocity, this does not apply alone to printing but to the large lines of manufactures. Several instances were cited, among the rest a company with products of over a million dollars a year output, who ship thousands of dollars to jobbers in New York who sell the goods right back to Chicago retail dealers. It developed that the Chicago Association of Commerce had been taking up in a practical way the matter thus developed in the deliberations of the Ben Franklin Club and that an intelligent campaign was to be carried on for trading at home and a better understanding and thorough plan of reciprocity among merchants, business and professional men and manufacturers.

IF YOU SHOULD INVOKE THE COURT'S AID.

This proved to be a live subject as treated by Mr. Harvey T. Fletcher, attorney for the Printing Trades Credit Association, a useful organization that is an outgrowth of the Ben Franklin Club. He spoke of the difficulty of proving a contested account for printing, by reason of the inability, on the part of the printer, to show definite specifications and fulfillment of the contract. There should be a signed order for the printing, a signed O. K'd proof and a receipt for the delivery of the goods. Then recovery is certain. It is suggested that where alterations are made in the proof, that there should be some such entry as "O. K. with alterations which are hereby ordered to be made" to be signed of course by the man ordering the printing or by his authorized representative.

It is a fact that more disputes arise from alterations from copy than from any other one cause. It was very clearly shown that prompt collections should be enforced. Accounts permitted to run for a long time drive away more customers than they hold and are hard to collect and are often lost. A judgment on an account is a very convenient asset on which action can be taken speedily.

ADVANTAGE OF MEMBERSHIP IN THE CLUB.

Mr. W. H. Sleepeck treated this subject in a very intelligent way, showing the gains that had come in business knowledge, in price for work through an intelligent cost system that had also resulted in an increased output, and many other advantages. Then there were the advantages of comradeship, of an intelligent regard for the rights and interests of competitors and the building up the standing of the calling in the community.

It was a very satisfactory and profitoble meeting, yet it was only one of twelve each year in addition to the weekly talks at the noon lunches. The way to make an organization useful is to keep at it and keep up the interest by frequent conferences and constant, united work.

HOME TRADE AND HOME ADVERTISING

IT is is a pretty good rule from a business and economic standpoint as well as from one of community interest, to trade at home and help advance home business, industries and interests. The United States has been striving for more than half a century to enforce the idea of trading in America, by making the trading away from home expensive through the imposition of duties. There is no city so large but that the printers, publishers, manufacturers, and merchants therein, who pay taxes and who help to support all local institutions, think the people should, so far as possible, trade at home. The great Commercial Association of Chicago, as will be seen by an article as to the discussions of Chicago printers published elsewhere in this issue, have taken up this matter of trading at home or local reciprocity and have found some curious conditions and great need for a reform in this regard. Other organizations, in the different subdivisions of the city, are working for a reform that will lead to a better support of neighborhood industries and stores, instead of giving all the business to the large stores in the center of the city. The editors in the smaller cities need not think that there is anything belittling in this kind of work or evangelization for home support. Under the title of "The Editor's Troubles," the *Observer* of Pleasanton, Kansas, says some good things, and deals with conditions found in every printing or newspaper setablishment in the country, no matter how large or metropolitan they may be. Speaking of the editor, the *Observer* says:

He sees every side of humanity and knows all about the dispositions and characteristics of his constituents. His daily grind is a mixture of pleasures, vexatons and hopes. One caller will come in and pay his subscription, compliment the paper for the noble work it is doing for the town and county and leave the editor full of joy and satisfaction. He thinks that man is appreciative. The next man will want to lick the editor because he published a bit of news that told of some trouble that the caller had had which ended in the police court. The next man will hand in a long puff of himself and his business written on stationery printed in Chicago or some other place, and ask to have it published just to fill up. The next man will ask you to bid on a small job of printing and then send it to Chicago because he can save a nickle. Thus it goes from morning till night. What is the editor to do? Just do like everybody else, the best he can under the circumstances.

The *Observer* received a dollar a few days ago from a lady who gave the paper a few nice words and said that she had been taking it for thirty years and never allowed her subscription to get many days over due. That was one experience and a pleasant one.

A few days ago we lost a job of printing because we could not afford to do it at the price quoted by a firm in Fredonia, Kan. That was all right. We prefer to not do work unless there is a small margin of profit and that is the rule with all business men.

A few days ago the *Observer* secured a handsome line of samples of commencement cards and endeavored to secure the order from the graduating class for their invitations but the class found a printer in Chicago who could please them

better and he got the order. That was all right. The *Observer* will whoop it up for the graduates just the same and the Chicago printer will no doubt publish a page in his newspaper telling how handsome the girls are and how noble the boys are and how well they all did and how nice the decorations, and all that.

A few days ago Montgomery, Ward & Co., asked the *Observer* for rates on advertising space. We quoted them a price of 15 cents per inch for display and 10 cents per line for readers. They have accepted the offer and bought about $50.00 worth of space. There will probably be some of our readers who will think the *Observer* should have turned down the business entirely and refused the advertising while we think most people will see nothing bad about it and if they were in our place would do the same thing. Editors are human like other folks and they must eat and live and are required to live in houses and wear clothing the same as other folks and so long as the business is legitimate, there should be no objection.

The *Observer* has no love for Montgomery Ward & Co., and will advise every reader to trade with home merchants and at least, give the home dealer a chance to supply their needs. If you cannot get the articles you want in Pleasanton nor find a dealer who will order for you, then you can probably get as near satisfaction from Montgomery Ward & Co., as you can from Geo. B. Peck or John Taylor or Emery Bird Theyer & Co., of Kansas City, or the National Cloak Co., of New York, or any one of the many mail order houses.

The newspaper has its advertising space to sell to legitimate patrons the same as a merchant has his goods on the shelves to sell to whosoever calls and pays the price. If a Kansas City man calls and buys a bill of goods from any of our merchants this merchant and all his friends and the whole town seems to rejoice over the fact that our town has exchanged goods for Kansas City cash. If the *Observer* sells $50 worth of space to a Kansas City advertiser, then why should not every citizen be glad that a Pleasanton paper has sold a bill of space to a Kansas City house and gotten $50.00 of their good money. It is a poor rule that does not work both ways.

The *Observer* is right in the declared policy of advising its readers to trade at home; such trading at home, as a rule, is best for the readers and best for the newspaper's advertisers and for the home. A newspaper ought to be able to depend on home support which should be accorded willingly and in a liberal measure, but it sometimes occurs that merchants advertise in the home paper grudgingly and in such a stingy manner as not to be entitled to expect results, or even not all, who expect the home paper to work in season and out of season for the upbuilding of local trade and all home institutions for the small subscription price, which they condescendingly pay to help the paper. These men are not infrequently the most grievous faultfinders, if the newspaper sells its advertising space to out-of-town merchants who have a better knowledge and a higher appreciation of newspaper publicity and have the wisdom, persistency and enterprise to use the space which they purchase, in a manner and with a persistency to bring results.

As we have taught in these pages for over a fifth of a century, it is most wise and profitable for a newspaper publisher to cultivate his home advertising, constantly advertise his goods in his paper and endeavor to educate home merchants and home manufacturers as to the value and the best methods of home advertising and ever to stand by the home people and local institutions, as the *Observer* wisely declares to be its policy and practice. The home paper can render service to home advertisers of four times the value that it can render to foreign advertisers and this fact should be appreciated, but when the publisher has done his full duty in these regards, he has a perfect right to sell any remnant of his goods or any additional space that he has in his paper to legitimate out-of-town or foreign advertisers. He has the same duty as to his readers with regard to these as to his home advertisers. He has no right and will justly lose in the value of the advertising space in his paper by accepting advertising at home or from abroad that tends to the injury or the loss of his readers.

SOMETHING FOR NOTHING

Two Hours Additional of Daylight (the Most Valuable Thing in the World) Read Twice and You will Become an Enthusiast.

If, on May 1st of each year, the standard of time throughout the United States was advanced two hours, so that what is now five o'clock became seven o'clock, etc., and changed back to our present standard on October 1st, it would add greatly to the health, comfort, and pleasure of all, through the summer, without necessitating *any change* as to daily habits or create any more confusion than if a Western man went to some point East, having a time one or two hours faster than that to which he was accustomed, but would give two hours additional light for rcreation and health-giving exercise and the use of two of the coolest and best hours of the day for labor. Americans, in this manner, would obtain what those in Enkland greatly enjoy today, namely, *two additional hours of light.*

This would leave the same number of hours for business and sleep as now, and would give two better hours for the day's work, and two additional hours of daylight to the evening hours, which today are too short to be of much benefit to those living any considerable distance from their place of business, and, as the hours after business are the only portion of the week-day devoted to pleasure and exercise, the lengthening of same would be appreciated by all.

Nothing is more conductive to health than outdoor exercise, such as ball, tennis, golf, boating, bathing, gardening, etc., so why not readjust the hours devoted to business, sleep, and pleasure to the benefit of all?

Thousands of families would, under these circumstances, move into the country or suburbs, who are now held back by the fact that the men at the present time could not reach their homes until too late to get much benefit from a move of this kind.

As elderly persons and children are given to early rising, the breakfast hour will become more regular, and many annoyances of today will be avoided, and, during the heated term it should prove of special benefit to the school children.

As a rule, every proposed rule, law or custom works a positive injury or hardship to many who club together and bring about much opposition; it delays and discourages those interested in its passage, but, in this case, as no property is destroyed or depreciated, no one can be interested in opposing it, and it is one of the few changes that could be made to benefit all citizens of each and every State in *exactly the same proportion*, and not call for the expenditure of money

by the government, State, or people. Railroads would not be compelled to change their time-tables, as all trains would leave in future at the same hour as today. Local travel would be greatly increased, additional money put in circulation by the purchase of such things as are used for pleasure and recreation, and additional value would be given to what already exists in the way of parks, play grounds, gardens, resorts, boating and bathing facilities, tennis courts, automobiles, carriages, bicycles, etc., etc.

In England though they enjoy in summer time the benefits to be derived from a movement of this kind, they are endeavoring to establish a custom to more closely follow the movments of the sun, which would enable them to gain millions of dollars paid out each year for artificial light. This change is being opposed, however, by every gas and electric light comptny, and their stockholders in every village and hamlet throughout the kingdom, so that the proposed movement in America should not be confused with that being agitated in England, and should be accomplished at a comparatively early date, from the very fact that it injures none and would be of great benefit to millions.

To be beneficial and not confusing, it is necessary that the law or custom become universal throughout the United States. It has no political significance, so all should lend their aid to the movement. Talk it up. See that your friends thoroughly understand it. Remember that millions in England, for centuries have been accustomed to exactly these same hours and its benefits. If you do not need these additional hours for recreation yourself, aid in obtaining it for those who do.

CONVENTION OF FEDERATION OF TRADE PRESS ASSOCIATIONS IN THE UNITED STATES

National Printer-Journalist, Chicago, Ill.

Dear Sir:—The Fourth Annual Convention of the Federation of Trade Press Associations will be held at the Hotel Astor, New York, September 27 and 28, 1909. The place and date were decided upon at a meeting of the Executive Committee in New York in April. This preliminary notice is sent to you in the hope thatt you will keep the occasion in mind in making your plans for the Summer and Fall, and that you will be sure to attend.

The convention will be held at the time of the great Hudson-Fulton Celebration, which will make a visit to New York doubly attractive. The sessions will be arranged so as to permit sightseeing and attendance at the business meetings without the one interfering with the other.

The annual banquet will be held the evening of Tuesday, September 28th, and we already have promises, as unconditional as is possible so long in advance, from Hon. Charles Nagel, Secretary Department of Commerce and Labor, and Hon. Edward Forgan, Postmaster of New York, that they will be present as our guests.

Enclosed please find a schedule of hotel rates. The writer will be pleased to make any arrangements desired by the members or they can be made with the hotel management direct.

We want this convention to be the best yet held, and we invite your co-operation to that end. Fraternally yours.

Federation of Trade Press Associations,

John Clyde Oswald,

By order of the President. *Secretary-Treasurer.*

"EACH NUMBER MORE INTERESTING."

Mansfield, Mass

Yours is a fine paper, and each number is more interesting than its predecessor. Hastily, William White.

ITEMS OF INTEREST

The semi-annual meeting of the Illinois Daily Newspaper Association was held at Springfield on the 18th and 19th of May.

W. G. Klove has purchased the Leland, Ill., *Times* from Leonard Hanson and will again edit that paper. About a year ago Mr. Klove sold it to Mr. Hanson.

Bert Hupp, city editor of the Atlantic, Iowa, *Telegraph*, is taking an enforced vacation from his duties, on account of his health, which for some time has not been of the best.

J. A. Wheatley of Anita, Iowa, starts the publication of a magazine which made its appearance the latter part of May. It is called, "Our Home Journal," and is issued with Atlantic, Iowa, as the publication place.

Charles E. Crockett, secretary and treasurer of the South Bend *Tribune*, recently took high Masonic work in Indianapolis, Ind. The work was witnessed by his father, Elmer Crockett, president of the Tribune Company.

Frank E. Nellis, publisher of the Mt. Clemens, Mich., *Montior*, and postmaster, stole a march on his friends the other day, when he married Miss Caroline Goetz, a popular young woman of that place. The members of neither family knew of the event until an hour or two before it came off.

The Tipton Iowa Times is a new daily for that city. The paper is by J. O. Behymer, who has for a number of years had charge of the weekly by that name. The *Times* was formerly a daily, but for the last several years had been in the weekly field. It is clean and newsy and will doubtless have many friends.

F. A. Miller, editor of the South Bend *Tribune*, has been elected the first president of the South Bend Chamber of Commerce, which he helped organize, and is also on the directorate for a term of two years. H. B. C. VanAsmus, formerly secretary of the Grand Rapids, Mich., Board of Trade, has been elected secretary.

At the Bush Temple Theatre, "The Stolen Story" was presented during the week beginning May 10th, under the auspices of the Chicago Newspaper Club. Every attempt was made to make the newspaper scenes as realistic as possible. In the original story one of the scenes was laid in foyer of the Metropolitan Opera House, but on this occasion the scene was made to represent the Auditorium Theatre.

The first number of *Hygiene, Diet and Long Life*, a popular monthly medical journal, has been issued by the Hygiene-Diet Publishing Association, Chicago. Dr. Carl H. Von Klein is the managing editor and Horace Bird Frost associate editor. Its announced object is "to be the medium between the medical profession and the laity, teaching the duty of the public to the physician and of the physician to the public."

Chicago, the "great ecntral market," hereafter will be the headquarters of the *Traveling Man*, the monthly magazine, which has taken the trip from Milwaukee, where formely published, to Chicago, at the invitation of the Chicago Association of Commerce. The monthly lays claim to being the only traveling man's magazine in the United States, representing twenty-two national traveling men's associations with a membership of 500,000. The current number already appears to have caught the spirit, opening with articles on the Association of Commerce and the city's new passenger terminal.

ITEMS OF INTEREST

THE Morris, Ill., *Daily Post*, which has been in existence twenty years, suspended publication, May 15th. The subscription list has been sold to the Morris *Herald*.

G. F. Rinehart, formerly editor of the Des Moines *Tribune*, has bought a newspaper at Clinton, Okla., and will make his future home there.

B. H. Schearer, who has been connected with a paper at Ida Grove, Ill., has bought out the owners of the Columbus, Iowa *Gazette*, a weekly democratic paper.

The Chicago Newspaper Club realized more than $1,000 by a week's production at the Busch Temple Theater of Jessie Lynch Williams' play, "The Stolen Story."

On June 30th the members of the Michigan Press Association will leave Detroit on a special Grand Trunk train for Sarnia and will spend seventeen days investigating the Canadian northwest.

J. A. Atwood of Stillman Valley, Ill., is an editor, undertaker, justice of the peace, township supervisor, assessor for 30 years, president of the school board and for two years a trustee of the Geneva Girls' Home.

A new weekly is the Manhattan, Ill., *Messenger*, edited and published by Andrew Christianson. It contains much local news, several columns of readable matter and an exceptional amount of advertising for an infant publication.

Chicago Socialists are making a final effort to prevent the suspension of the *Chicago Daily Socialist*. Plans were made to have each branch raise subscription funds, and a meeting pledged more than $500. A. M. Simons said the total debt is approximately $50,000 and the weekly deficit $300 to $500.

At Marshalltown, Iowa, *The Evening Herald*, another daily paper has appeared, published from the office of the *Weekly Herald*, which has been run for about four years by James McNally. The paper is republication in politics. A. J. Boreman of Colo, Ia., is business manager.

Michigan's old newspaper, the *Kalamazoo Gazette*, published seventy-four years as an exponent of democracy, will not longer support the democratic party but will in the future be published as an independent newspaper. F. F. Rowe, publisher of the *Gazette*, is a member of the democratic state central committee. The paper will be neutral in politics.

Mr. Charles H. May, publisher of the Peoria, Ill., *Herald-Transcript* and the Springfield, Ill., Daily News, has just triumphed over the ravages of tuberculosis. He went into camp at Ottawa, Ill., and in eight months won a victory. He weighed about one hundred pounds when he went in and came out weighing 138 pounds. He realizes that he is completely recovered. May is a champion of the tent, or outdoor cure, for tuberculosis. He urges every man or woman to adopt the tent life and get into camp at once.

County Attorney, Frederick Woodward, of South Bend, gave a dinner the night of April 30th to South Bend newspaper men. Covers were laid for 12. Mr. Woodward's guests were F. A. Miller, editor; W. K. Lamport, associate editor, and J. P. Baldwin, city editor, of the *Tribune;* C. H. Passett, editor, and E. F. Lucas, business manager, of the *News;* J. R. Stoll, editor, E. A. Stoll, Elmer Stoll and J. F. DeHaven, of the *Times;* A. G. Graham, chairman of the Thirteenth District Republican Committee, and F. H. Wurzer, county attorney for the poor.

The Alaska-Yukon-Pacific Exposition, which is so splendidly exploited by the Publicity Department of the Exposition, is being supplemented by unusual efforts on the part of transcontinental rail lines. Of all the attractive folders that have been issued by the various railroads advertising the Exposition, the one just off the press and being distributed by the Denver & Rio Grande is perhaps the most brilliant and attractive. The cover design is peculiarly characteristic of the Yukon country, representing the Polar Sea, Aurora Borealis and Totem Poles of the far north.

The lakes to gulf deep-water-way proposition is to be advanced through the medium of the *Lakes to the Gulf Deep Water Way World Commerce Journal*, the first edition was a special May number, consisting of fifty-six pages, filled with material relative to marine, rail, engineering, commercial and financial exploitation. The front cover-page is an especially drawn design, showing progress linking rail and water transportation, and the deep waterway as a middle connecting feature, making of North America the central point of world commerce, and Chicago the center of the entire scheme for the western hemisphere.

SEATTLE CONVENTION "WILL PROVE ONE OF THE MOST SUCCESSFUL EVER HELD."

SEATTLE, May 20, 1909.

Editor National Printer-Journalist,

DEAR SIR:—We have every confidence that the forthcoming meeting of the National Editorial Association, at Seattle, will prove one of the most successful ever held. And particularly will this be true from an entertainment and excursion standpoint. Seattle and its charming Puget Sound environs will prove a marvel and a great delight to all newcomers. Former visitors will be greatly impressed with the marvelous growth and progressive development of the Pacific Northwest.

The Seattle Press Club feels that it is particularly fortunate in being able to offer delegates and their ladies a magnificent and unprecedented excursion to Southeastern and Southwestern Alaska. It will cover all the interesting and instructive features of this glorious paradise of the Northwest. The trip will be taken on the palatial Steamer "Northwestern" operated by the Alaska Steamship Company. And the cash outlay will be moderate for the editors.

The Editorial excursion will start from Seattle at 10 A. M., on Saturday, July 24th, returning to Seattle in 18 or 20 days. The steamship company has now in preparation a pamphlet giving a detailed and descriptive itinerary, with map, of this new trip. We shall take pleasure in mailing it to you as soon as it is published. In the meantime we send booklets that should awaken or stimulate a desire to journey through the picturesque Wonderland of America.

With the hope that we may be able to greet you and yours at the convention in Seattle, and that it may be your good fortune to participate in the pleasures of the Alaska excursion, I remain, with very kindest regards, Fraternally Yours.

WILL A. STEEL,
Chr. Com. Arrangements.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE
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FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS—International News Company, Breams Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C.; G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER-JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JUNE, 1909

A newspaper man's ambition to be a good fellow should begin with a desire to render valuable service and end only with the highest possible accomplishment. That is being the kind of good fellow who lasts, counts, and is dependable and is honored, trusted and rewarded for what he is as well as for what he does.

* * *

Meet all prospective advertisers with courtesy and with persuasive and convincing arguments and facts, but always insist on your advertising rates and fix these so that you may feel that they will bring a fair margin of profit to your paper. Rates should be reasonable but profitable to the publisher, withal, and then be as "unchangeable as the laws of the Medes and Persians." Do not tire in a gentlemanly insistance on your prices. Answer all letters with politeness and good humor, but remember that neither of these demand the yielding of a right. The men who stand to their guns or what is the same thing in business, to their rights, are the men who are never defeated and who in the end win in the battle of life.

* * *

The editor who has the opportunity and yet fails to attend the Convention of the National Editorial Association this year at Seattle, will miss the chance of a lifetime, as any one will be convinced who will read the program, study all the wonders to be presented for inspection free of charge at Alaska-Yukon-Pacific Exposition as narrated and contemplate all the enchanting scenes of scenic and architectuarl beauty, as shown by the splendidly perfect illustrations, to be witnessed and the entertainments and instructive travel to be enjoyed. Anyone who takes the trp to Alaska will not only return with broader views and nobler impulses but will add from one to five years to his life. It will as an investment yield tenfold the cost.

* * *

One of the pleasing compensations of newspaper publishing is the opportunity frequently afforded for valuable and distinguished public service while at the same time advancing the interests of the business. We spoke some months since of a Special Nurses' Hospital Edition planned by the Winona, Minn., *Republican-Herald*. The undertaking proved a good success and over $9,000 was realized through this one issue of the paper by the Winona General Hospital as the result of the donation of all proceeds of this Special Hospital Edition, for the construction of a nurses' home. There is a spirit of benevolence, a desire for useful helpfulness that pervades the press of this country. It probably is but natural, for real newspaper men come in close touch with the wants of every community and are in better position to judge where good may be done than the members of any other calling. The faithful family physicians stand next to the newspapers in being touched by existing needs, but the view of each is circumscribed to his own patients, while the editor takes in all. It is not to the discredit of the press that this kind of public service brings a returning benefit. Such examples as that set by the *Republican-Herald* should inspire other publishers to like work. We have not seen, as yet a copy of this issue of the enterprising Minnesota paper, and hope to present more practical, helpful facts, as to methods, that will prove an aid to others.

* * *

How far mind has power over all the forces of nature, mental and physical alike, is, in the present limitations of human knowledge, difficult to state. However, recorded and incontrovertable incidents in the lives of men of great will power, of unbounded faith in themselves or in the guide and aid of an overruling Power, prove beyond question that there is a something within a man, that when exercised in full faith and with full will power is almost irresistable. The members of no calling need more of this all-conquering, difficulty-overcoming power than of the one which deals with men in all the relations of life and with all human institutions, enterprises, measures and government. Our attention has been attracted to this subject by an address delivered before the Ben Franklin Club of Chicago, extracts from which are printed elsewhere in this issue under the caption of "Being Alive."

Orison Swett Mardin writes in *Success Magazine:* "The majority of failures began to deteriorate by doubting or depreciating themselves or by losing confidence in their own ability." There is no mysticism but practical wisdom founded on every-day experience in the words "to him that believeth all things are possible." Mr. Mardin further wisely remarks and exhorts:

So long as you carry around a failure atmosphere, and radiate doubt and discouragement, you will be a failure. Turn about face, cut off all the currents of failure thoughts, of discouraged thoughts. Boldly face your goal with a stout heart and a determined endeavor, and you will find that things will change for you.

Believe that you can make the best paper in the world, can do the best printing and can have the best, most desirable city, the most prosperous community, county and State in the land, then, with a faith that never falters, a wisdom, discretion and considerateness that will not fail, will not offend and will not err, and a will that is all compelling, make your belief a reality.

It may be hypnotism or something more powerful, but we have found by experience, after attempting some little act that seemed aggravating and impossible, after many trials, that a sudden exercise of will power, giving strength and direction, resulted in immediate accomplishment.

THE THING AS IT IS

A Wagon driver, going about his own and his employer's lawful business in a public street on Wednesday morning, was dragged from his seat by four ruffians and shot to death.

Why? Because the murdered man was not a member of the teamsters' union and his employer was not hiring members of the teamsters' union.

Was this murdered man doing anything contrary to the laws of Illinois or of the United States? He was not.

Was he wholly within his rights under the laws of Illinois and of the United States. He was.

Was it right as a citizen to work for whosoever would hire him without belonging to the teamsters' union. It was.

Then what was his killing? Just plain murder.

Had his assassins any right, because they consider the Teamsters' Union a beneficial organization, or belong to it, to assault or kill him? They had not.

Then what are they? Just murderers.

Since they combined as members or supporters of the teamsters' union to commit the crime, what was their combination. Conspiracy to murder.

Since from their viewpoint the teamsters' union is benefited by their crime, what is the teamsters' union, if so benefited? The beneficiary of murder.

Here is all there is to this kind of "labor movement." Here is the thing as it is, stripped of all verbiage like "social betterment," "civic righteousness," "the brotherhood of man," etc., etc., etc.

There are other kinds of "labor movements," but here is this kind. And nothing can change its naked hideousness.

When we look at the thing as it is we see just murder, that is all.—Editorial in the Chicago *Inter-Ocean.*

THE WORKING OF THE OPEN SHOP

In contrast with that former condition the existing open shop has proven the greatest and most practical benefit to employers and workmen alike. The capable and willing workman is sure of his job, his prospects for advancement are better than ever before and he rests easy in the thought that he has only to please his employer, without hanging on the word of some crafty labor organizer who may force him to leave his work that a lot of arrogant union officials may assert their authority and declare for an unjust cause. And what here proves good for the man is good for the boss. The work is handled with greater care, less expense, with greater certainty and rapidity and the employer is not now burdened with the dead weight of union domination, when a man's ability had to be recokened by his standing in a labor organization. The open shop for the printer really means a step forward in the path of national civilization.—From *American Industries* for May.

The union leaders, trained in the rough-and-ready ways of the movement in its early stage, concerned only with speedy results, and oblivious of the social aspect of the union, are not inclined to put aside methods which have so far stood them in good stead, and the union members are not likely of their own volition to resist primitive impulses and look beyond their immediate objects.

The justification urged for the closed shop is that the workers cannot be trusted to stand by the union if free to join or not to join any shop in which they might find employment. For that reason it is contended that a shop must be either all union or all non-union, "all free or all slave." The compulsion of the non-unionist is accordingly unavoidable; it is necessary for his own good and for the good of his fellows. Deprived, therefore, of the power to drive into the ranks the unwilling or indifferent workers, the union must fall. This is the whole union position.

But the incapacities and necessities of the union will not alter the attitude of outside elements. Certain of its methods having become obnoxious by reason of the extremes to which they have been pressed, they must be abandoned, or the union must face the alternative of a defensive struggle against even greater odds. Employers, who previously through motives of expediency submitted to union control, now are willing to submit to great loss rather than yield, and never before have they been so unified.

The plea of union advocates, that the union cannot live unless allowed to go on as it has been going, places the union in a sorry light. Without peaceful suasion as its guiding principle, the union is without a case.

Will past experience be turned to account to put the union in harmony with the conditions of social welfare, or will the leaders persist in a reactionary policy and invite possibly the greatest of all disasters? At all events, it is clear that we are nearing the end of unionism by compulsion and probably the rise of a new unionism—the unionism which will rest exclusively upon merit.—*North American Review.*

Just about the time a man finds himself unable to buy another pound of coal, spring comes.

We never see a man hurrying but what we are inclined to believe that he has been wasting his time.—W. J. Bryan's Commoner.

INSTRUCTIVE NEWSPAPER IDEALS AND EXPERIENCES

"O wad some Pow'r the giftie gie us,
"To see oursels as ithers see us!
"It wad frae monie a blunder free us
"And foolish notion."

NOTHING is more important to a member of the newspaper calling, than the taking a sane, common sense view of life and the relations of the calling to readers of and advertisers in the paper, as well as to the public, the community, city, county and state. Many editors are inclined to take a pessimistic view of the calling and to feel that their work is without proper appreciation, acknowledgment or reward. We do not believe that effective, industrious, conscientious newspaper men have any greater reasons to complain on the grounds of a lack of appreciation, at least, than have the faithful workers in any other honorable, useful, legitimate calling. There are, unfortunately, in this high and responsible profession, careless, indolent, unworthy, irresponsible shirkers, but the percentage of such is probably no greater, if as great, in this than in other employments of life. On account of the greater publicity and the opportunities and demands for useful accomplishment, the incentives for exertion are greater in the newspaper, than in most other vocations, and through the incentives of mutually educative organizations and a multiplicity of publications giving every possible view and incentive, there has been a great awakening of professional interest, sense of obligation, feeling and zeal and hence improvement. Another agency for good has been the numerous public acknowledgments by leaders in all branches of human work and attainment and the expression of the views of those outside the vocation of the esteem in which its faithful workers are held as well as the work, its influence, obligations and accomplishments.

We recently referred to recognition paid to one who had rounded out twenty-five years of newspaper work, Dietrick Lamade, manager of *Grit* of Williamsport, Pa., with a promise to return to a review of the instructive occasion. We are glad now to keep our promise, for, in the addresses delivered at the banquet, we find much, that tells how "others see us" and rich veins of instruction and inspiration for newpsaper workers who have "grit" and are "faithful to their high calling."

Mr. Lamade was honored with a solid silver loving cup and complimentary dinner by the entire *Grit* Family" in the elegant home of the great printing establishment.

The feast was spread in the Assembly hall of the *Grit* building. Is it not splendid that, now, even in our smaller cities, newspapers can not only own their own homes but have therein assembly hall, dining hall, reception and rest rooms, gymnasium, lavatories, bathrooms, reading room and all else for the enjoyment, health and comfort of employes and the ease and accommodation of their patrons? What a change has come about since the first issue of the NATIONAL PRINTER-JOURNALIST in January, 1888, at Indianapolis, Ind.

The story of this most exemplary and inspiring occasion was well told in the paper whose great force of employes made glad and we can do no better than to quote therefrom as follows:

The hall was beautifully decorated with flags and bunting, palms and flowers. The delightful orchestral music, the brilliant oratorical tributes, the "good feeling" that everywhere prevailed, made the event a remarkable one from an industrial viewpoint. The celebration connected more firmly, if possible, the close relation existing between employe and employer in *Grit's* wonderful printing plant.

At each plate a richly embossed souvenir menu, printed in gold and colors, bearing on the cover a portrait of Mr. Lamade, and the significant dates, "1884-1909." On the title page was the following dedication:

COMPLIMENTARY DINNER
TO
DIETRICK LAMADE
BY THE
GRIT FAMILY
Celebrating his Twenty-fifth Anniversary as
General Manager of Grit
Assembly Hall, Grit Building
Wednesday Evening, March 17th, 1909

Following the toasts were the names of the hosts, a group picture of *Grit* Family, photographs of the "homes" of *Grit,* from the small room in which the paper was published in 1884, to the mammoth plant of today, showing the paper's wonderful growth, a brief history of *Grit,* which is really a biography of Mr. Lamade, and the list of the committees having the dinner in charge. This menu is one of the best illustrations of artistic printing ever issued from the *Grit* press.

THE MODEL PROGRAM OF TOASTS.

The toasts of the evening covered every important phase of Mr. Lamade's activities during the past twenty-five years, and were as follows:

Toastmaster—F. E. Manson.
"Here's our chief guest.
If he had been forgotten
It had been as a gap in our great feast.'
—Macbeth.

"Twenty Five Years."—Dietrick Lamade.
"One thing is forever good;
That one thing is success."—Emerson.

"An Exemplar of Good Citizenship."—Hon. W. W. Hart.
"Before man made us citizens,
Just nature made us men."—Lowell.

"An Advocate of Good Government."—Hon. C. D. Wolfe.
"No personal consideration should
stand in the way of performing
a public duty."—Grant.

"A Factor in Industrial Life."—Hon. S. N. Williams.
"In every rank, or great or small,
'Tis industry supports us all."—Gay.

"A Moulder of Public Opinion."—George E. Graff.
"The press is the fourth estate
of the realm."—Carlyle.

"A Herald of High Ideals."—James B. Krause, Esq.
"Armed with high purpose
Sanctified by truth."—Jerrold.

"An Influence for Good."—Rev. Stephen Paulson.
"And sought the truest welfare
of his fellow man."—Young.
Personal Tributes.

THE TOASTMASTER GIVES ENTERTAINING STATISTICS AS TO THE LONGEVITY OF NEWSPAPERS AND THEIR NUMBER—A RECORD OF WORTHY ATTAINMENT.

ADDRESS OF TOASTMASTER.

In introducing the guest of the evening, and presenting to him a beautiful loving cup in behalf of *Grit* Family, the toastmaster said in part:

It is a great pleasure to welcome on behalf of *Grit* Family, the guest of the evening, and those who have so kindly joined us in celebrating his twenty-fifth anniversary as general manager of *Grit*. The occasion is full worthy the celebration we hold, for rarely does one man attain the distinction of remaining at the head of a newspaper twenty-five consecutive years. While men may continue to live, newspapers, like some children, are hard to raise. According to statistics covering the last quarter century, only one newspaper in seven has attained its majority, though there are today about 20,000 of all kinds published in the United States, representing an invested capital of $200,000,000, employing directly 100,000 people, and yielding annually a product valued at $300,000,000. In no business is competion keener; in none is there need of greater resource, enterprise, energy, good judgment, and business acumen. In none is there severer test of men, and none better proclaims the worth of them. Twenty-five years service in leadership is a marked distinction.

Dietrick Lamade, Manager of Grit.

In a measure we can appreciate the successful life-work of our general manager, though not fully. We cannot all understand the courage that led him to stake every dollar saved and his credit as well, on a venture that twenty-five years ago presented little prospect of success. We cannot comprehend the determination that withstood all the discouraging conditions that accumulated around his modest paper. We cannot properly estimate his venturesome spirit that plunged his publication into debt, nearly every time it had a small surplus in the treasury. We cannot participate in his sublime faith in the plain people for whom he labored to produce a paper that they would want. We, that is, the majority of us, have engaged with him under entirely differeent conditions—during years when hopes were realized, ambitions satisfied, ideals established, and victories won. We see the fruits of ceaseless toil, the results of splendid energy, the achievement of magnificent enterprise. We see a man grown gray, yes white, whose leadership is more inspiring than it was twenty-five years ago, and his successful life work—a newspaper that proclaims his personality more eloquently and forcibly than tongue or pen.

And we respect that personality because it presents example worth emulating. It presents every quality of manhood, even to that kindly interest which tells us that in him we have not only an employer but a friend. He has been actuated as was James Oliver, who declared, "To benefit yourself, you must benefit humanity." Dietrick Lamade has benefited humanity, not alone in publishing a paper that is an instrument for good wherevr it goes, but in leading hundreds of men and women in closer relation than readers, to view the affairs of life from higher viewpoints in inspiring in them greater hope, larger ambitions and higher ideals.

This is why he is our chief guest on this occasion and why this occasion would not be complete without some more enduring memento than the words spoken in his eulogy. This is why, Mr. General Manager, the members of *Grit* Family ask you to accept from them this loving cup as a slight token of their esteem:

Filled to the brim with our best wishes,
O'erflowing with our loyalty and love,
This loving cup holds earth's best riches
Near kindred to those joys above.

THE MANAGER OF GRIT MAKES ACKNOWLEDGMENTS AND GIVES SOME VERY INSTRUCTIVE AND INSPIRING THOUGHTS AS TO GRIT'S STANDING, WORK, INFLUENCE AND ACCOMPLISHMENTS.

Mr. Lamade said in part:

I wish I could express to each one of you individually my sincere appreciation of the distinction you have conferred upon me. I wish I could find words to tell you how highly I value the sentiments which have prompted you to arrange this observance. To me this is evidence that you entertain for me a feeling of personal affection, such as I always have cherished for you and others with whom I have labored for so many years. Nothing else has given me such incentive to do my utmost, as has the confidence that I was supported by, and had the good will, the kindly regard and co-operation of all those who have been a part of this business. To feel that we are in full harmony with all those with whom we daily associate, has been one of the greatest pleasures of our daily lives.

THE HIGH QUALITY OF THE MEN AND WOMEN ON THE PAPER'S FORCE MAKES GRIT A POSITIVE FACTOR FOR GOOD IN THE COMMUNITY.

I have been told, and I believe, that *Grit* is a positive factor for good in this community, and in every other community into which it enters. This is largely due to the high quality of the men and women who constitute the working force in every department of the large business comprehended under the term *Grit*. From a very small beginning it has, during this quarter of a century, grown to be a giant, and for us to have been entrusted with the development of this enterprise is cause for just pride. It is a great privilege for me to be able to look back over twenty-five years of joint activity crowned with a large measure of success, and I desire to lay claim to but one thing—that I have been enabled to gather around me an organization of well qualified men and women who have shared with me

(Continued on page 408)

THE FLORIDA PRESS ASSOCIATION

AN EDITOR CONVERTED BY THE FERVENT, REVERENT READING OF A PRAYER AT AN ENTERTAINMENT OF THE EDITORS—THE NEWSPAPER MEN PROVIDE GOLD MEDALS TO BE COMPETED FOR BY THE BOYS AND GIRLS OF FLORIDA—VOTE FUNDS TO HELP PAY EXPENSES OF EXECUTIVE COMMITTEE TO N. E. A.

LORIDA editors made a record of doing things at their annual convention held in the oldest city of America, San Augustine—the place of meeting of the National Editorial Association in 1875, that is held in most pleasing and grateful remembrance by between three hundred and four hundred editors, the members, in all parts of the United States.

The following from the story of the convention sessions, and entertainments, as told by Executive Committeeman C. L. Bittinger, in his paper, the Ocala *Star,* will be read with pleasure by newspaper workers all over America and the world of printerdom, and it is to be hoped that the recounting of the experience of the one editor, in being soundly converted through listening to a prayer, will not be unfruitful in results and will tend to greater fervency and faith on the part of those called upon to offer up invocations at the opening of meetings of newspaper-makers:

One of the unexpected happenings at the State Press meeting at St. Augustine was the conversion of Editor Willis B. Powell, late owner of the St. Petersburg *Independent.* It all came about by a beautifully prepared prayer, which the rector of the Episcopal church read on the evening when the people of St. Augustine gave an entertainment for the delectation of the visiting editors. The incident was the more remarkable because the rector did an unusual thing, read his prayer, something along spiritual lines that is seldom seen or heard these days. As intimated, the prayer was a very beautiful and touching one, the sentiments were noble and the diction employed to express the heart-felt thoughts of its author was indeed Addisonian. Now Powell has roamed the world over, seen all peoples of the earth and experienced all climes and it remained for him to visit the oldest city of the American continent and of these United States, and have his heart touched by the simple but touching and appealing words of a plain every day Episcopal rector. Now, this evidence was equally startling to the association, for it was all of Powell's telling. As no one had suspected up to that hour that Powell had experienced a change of heart, but that he had, his own words are in evidence, by getting up in open session and requesting that the prayer as read be made a part of the proceedings of the meeting of the Press association, and the same be embodied in the official published report. In making this modest request, Mr. Powell said he had never heard a prayer that so touched him as that one did. He had always believed in the application of the sentiments expressed in it, namely: that the power of the press should never be abused, that its primal thought and purpose was to clothe the misdeeds of the world with a mantle of charity; to speak ill of or misrepresent no one; if you couldn't say a good word of a person to remain silent, but to push and smile that others might be induced to do the same, and was free to confess that prayer had fully converted him and so impressed was he with it, he asked for its publication, so he could always have it with him as a memorial of the last meeting at which he ever expected to be present with the state association, as his face would shortly be set toward the "Golden Horn," where in a little while he would again take up the burdens and pleasures of journalism and spend his declining days in the Occident free from the cares and vexations incident to the work by which he had made his fortune, in the newspaper business at St. Petersburg. The editor of the *Star* noting the state of mind and heart of Powell, a prime favorite with every member of the association, moved and it was seconded, that the association have printed in the highest style of "the art preservative of all arts," the prayer and the same be sent to Mr. Powell in his Pacific Coast home, with the best wishes of the association. The incident was so unique and impressive that it marks an epoch in the history of the association.

The following were elected officers for the ensuing year:

Harry Brown, editor and manager of the St. Augustine *Record,* president; Frank Harris of the Ocala *Banner, vice* president; T. J. Appleyard, of the Lake City *Index,* secretary; J. W. White of the *Fraternal Record,* treasurer; C. L. Bittinger, of the Ocala *Star,* state national committeman, with an appropriation of $50 to assist in paying his expenses to attend the National Editorial Association, which convenes in Seattle, Wash., July 19th.

The Press Association also appropriated $50 for gold medals to be competed for by the high school boys and girls of Florida, supplemented by a $25 gold medal to be competed for by the boys or girls capturing the first prizes. Those making the contribution were Messrs. J. W. White, C. L. Bittinger and T. J. Appleyard.

The association passed resolutions asking Congress to require the post office department to desist from printing business men's cards on stamped envelopes, which work, by right, belongs to the job printing offices of the country. The association also passed resolutions requesting the legislature to appropriate $25,000 to advertise the state.

Tuesday night the citizens of St. Augustine entertained the association at the new Jefferson opera house, which cost $100,000, with a varied program of music and oratory. The speakers were President Hetherington, of the Lakeland *News,* who stood up for the integrity and honor of the state press against the dishonor that attaches to the state in its convict lease system, which sentiment won general applause.

Hon. Frank Clark, congressman from the second district, made a very pleasing address, the substance and essence of which was the integrity and honor of the state as well as the individual, evidently a thrust at the state for not paying Col. Wailes' just claim against the state.

The editor of the *Star* took the side of the government in its envelope printing, stating that the government let the contract to the lowest bidder and it was the contractor and not the government that competed with the local printer. It raised a storm of protest, as Appleyard, Humphreys and Harris contended the government was doing work that belonged to the individual.

A banquet was tendered the association at the Alcazar Hotel and it proved a very elegant and enjoyable affair. Col. Taylor was toastmaster and proved a past master at the art. His witty introductions produced much merriment. Those who responded were Hetherington, Appleyard, Powell, Bittinger, Harris and McWilliams and Larned of the St. Augustine *Record.* All voted the occasion a great success.

The association inspected the famous Ponce de Leon Hotel, gazed in wonder at the magnificent dining room that seats 1,000 persons and the ovals over the entrance into the hall and over the opening into the kitchen which cost $40,000 Also a glimpse at the $17,000 mantle in the parlor and the $10,000 painting in the same gorgeous room.

The inspection of the *Record* office disclosed the most perfect, complete and effective plant in the state of Florida, and one that does the largest job business.

We also took a look at the old state armory, being put in effective order for use in supplying the state troops with supplies of all kinds by Gen. J. C. R. Foster, an officer who is doing splendid service for the state, and a genial, kindly gentleman, whom it was a pleasure to meet.

We witnessed the landing of Ponce de Leon, celebrating the 397th anniversary of this important historical event. The city was beautifully decorated. Everything had a holiday appearance and the city was alive with visitors. It surpassed anything of its kind ever attempted in attendance and grandeur in the Ancient City.

ILLINOIS EDITORS

The program of the Illinois Press Association at Ottawa, June 16, 17 and 18, 1909 is short but sweet, presenting opportunities for much enjoyment:

Wednesday Morning, June 16 1909, 10 A. M., Called to Order by the President. Invocation, Rev. J. L. Albritton; Address of Welcome, Mayor Farrell; Response, C. W. Bliss; Appointment of Committees; Adjournment.

Wednesday Afternoon, 1:30 P. M., Music; President's Address; Music; Printing Government Envelopes, C. W. Warner; Business.—Question Box.

Wednesday Evening, 8 P. M., Music; Annual Address—"The Trail of the Yankee," Hon. W. H. Stead; Music.

Thursdy Morning, 7:50 A. M., Take street car at Clifton Hotel enroute to Federal Plate Glass Factory; 10:00—The Real Country Editor, G. W. Hughes; 10:30—Business.—Question Box.

Thursday Afternoon; Trolley Trip to Marseilles.

Thursday Evening, 6 P. M., Banquet at Ottawa Tent Colony; 8:00 P. M.—Stereopticon Lecture "Starved Rock" by Horace Hull, at Boat Club; 9:00 P. M.—Reception and Ball. (Informal.)

Friday Morning, 10 A. M., Memorials; Report of Committees; Typesetting Machines, C. J. Lumpkin, G. W. Crowden, E. E. Williamson; Business Session, Election of Officers; Adjournment.

Friday Afternoon, 1 P. M., Trip to Starved Rock by boat and return by Interurban.

"TOPCOL TOPICS"

The veteran editor and Past-President of the National Editorial Association, A. O. Bunnell, of Dansville, N. Y., has retired from business, but during his years of successful newspaper-making, he put by enough to provide himself with a pleasant homestead, which he lovingly named, after that much-prized position in the newspaper, "Topcol." Now, to keep in touch with the calling and his many friends, he furnishes a column to his old paper under the above title. His "Topcol" in the issue of the *Advertiser* of May 13th, was devoted to Editor Sleicher of *Leslie's Weekly* and will be of interest to all readers of the NATIONAL PRINTER-JOURNALIST:

"As a rule the great men of New York city, the leaders of thought and action, are born outside the city, mostly in the country," said Senator Depew at a banquet given to the Republican Editorial association by the Republican club of New York city. "But once in awhile," added the Senator, "a city dude like Mayor Low, who sits at my right, comes into prominence." A canvass of the great men of the metropolis, leaders in the pulpit, at the bar, in journalism, in mercantile business, in the arts and sciences, will fully justify Senator Depew's bold assertion. In the journalism of New York city, and in the illustrated journalism of the world today, is John Albert Sleicher, president of *Leslie's Weekly*. Mr. Sleicher was born at Troy, New York, Oct. 8, 1848. He received his early education in the public schools of Troy, and the Troy High school, graduating from the latter in the English and Latin classical course. From here he went directly into the practical school of journalism as reporter on the Troy Daily *Whig*. From that position he became succesively city editor of the *Whig*, managing editor of the Troy *Press*, city editor and news editor of the Troy *Times*, manager of the New York State Associated Press service in New York city, one of the proprietors of the Troy *Times*, owner and editor of the Schenectady *Union*, editor-in-chief and part proprietor of the Albany *Evening Journal*, editor of *Leslie's Weekly*, editor-in-chief of the New York *Mail and Express*, Supervisor of the New York *City Record*. Returning to *Leslie's Weekly*, he took entire charge, remodeling and modernizing that paper. *Judge*, *Leslie's Weekly* and other publications are now controlled by an incorporated company of which Mr. Sleicher is president and chief owner and manager. Mr. Sleicher was founder of the Republican Editorial State association in 1893, and its first president; organizer of the Republican Editorial association of the United States in 1900 and its president for two terms; an early and always active member of the New York State Press Association and its president. He is an influential member of the National Editorial association. Mr. Sleicher was a civil service commisioner of the state of New York in 1889, serving out a term, and is now a member of the State Water Supply commision. He is a member of the Civil Service Reform association of New York city, director of New York Board of Trade and Transportation, member of the Rensselaer County society, National Civic Federation, and the Albany County society, and also has membership in the Union League, Republican, Quill, and Sphinx clubs of New York city, and the Fort Orange and Aurania clubs of Albany. In every position named, Mr. Sleicher has made good, vitalizing and improving everything he has touched His most notable and most recent success in journalistic work has been since the entire plant of the Judge company was burned in January 1908. Instead of being discouraged, Mr. Sleicher rose to the heights of faith and endeavor. In the present magnificent new quarters, *Leslies' Weekly* passed the 100,000 mark in May of last year, reached 107,000 in June, 113,000 in July, 117,500 in August, 120,800 in September, 130,000 on Thanksgiving day, 135,000 on Christmas, and 160,000 on the 1st day of May 1909! This phenomenal success demonstrates not only the organizing ability and the energy and skill of Mr. Sleicher, but also the sterling character which he as a man has imparted to his paper. There are probably few journalists in this country holding such intimate relationships with its notable men from president down, men in public, professional and business life; no man who more firmly holds or better deserves the confidence of such men. A republican, a strong partisan, broad and sound, he has been often consulted by party leaders and often engaged to formulate party platforms. As writer and speaker Mr. Sleicher excels. A leading characteristic of Mr. Sleicher, and one which has endeared him to many, has been his helpfulness to those less successful than he. His loyalty to the country press has won for him the strongest of friends and admirers throughout state and nation. Mr. Sleicher has a handsome home in Albany and a most lovable family, but he spends the greater part of his time in New York city, with rooms at the Holland house. To sum it all up, he is a man whom it is a pleasure and a benfit to know, and his friendship is a rich enjoyment as the editor of this column can gratefully testify.

INSTRUCTIVE NEWSPAPER IDEALS AND EXPERIENCES

(Continued from page 405)

the ambition to produce and circulate a newspaper which would appeal to the best thought of every community, and who have freely put into the work the best that was in them. I want to emphatically say that one, or a few, could not possibly have achieved the results that have been attained, and that have raised this business from one of the smallest proportions to one which has attracted considerable attention in the newspaper world.

HONESTY AND HIGH STANDARDS OF RIGHT.

The general policy of *Grit* was established at its beginning—that of honesty in all transactions, of serving the people, of maintaining high and advancing standards in every direction, of supporting right and justice. In short, our whole aim has been to publish a newspaper that would be fair to all, and of real value and interest to every reader. In the efforts I contributed to carry out this policy, I have had co-operation such as money alone could not buy. During periods of a struggle for existence—at times when clouds hung heavily in the business sky—I always have been fortunate enough to be surrounded by loyal, honest and sincere men, who were able and ready to give that effective co-operation before which all obstacles have fallen.

In a broad sense, we have but just begun to supply the demand for a real family newspaper; working together on present lines, and broadening them as circumstances change, and intelligence and development progress, I see for ourselves and our successors a steadily widening field, where all may continue to put forth their energy and effort of mind and body, and where our influence, exerted through the columns of the newspaper we make, will be a power for good among constantly increasing numbers of persons in all parts of this country.

I cannot undertake to say, or even outline, all that my heart prompts me to speak on this, to me, most memorable occasion; but I will again say that to every member of the *Grit* Family, to all persons who take part in the making or distribution of *Grit,* is due the same recognition which you have been pleased to accord to me—in short, I believe that to the humblest newsboy who sells *Grit* on its merits, belongs a full measure of credit for his contribution to the success of the paper, just as to any other persons concerned in its making.

Ladies and gentlemen—all who are here in person or in spirit—I wish again to thank you for the very distinguished honor you have shown me, by making me your guest on this occasion, which, I assure you, will always live as one of my dearest recollections.

A JUDGE'S VIEW OF A NEWSPAPER MAN'S GOOD CITIZENSHIP.

The toastmaster read a letter from the Hon. W. W. Hart, judge of Lycoming County courts, who was unavoidably absent. The letter was a tribute to Mr. Lamade's citizenship in which he said:

My long and intimate acquaintance with Dietrick Lamade, the chief of your household, has brought me more closely in touch with him as a citizen and as a neighbor than as the successful manager of a great enterprise which, with the co-operation of his loyal and faithful family, has made the name of *Grit* a welcome household word throughout and beyond the length and breadth of a continent. I indulge in no fulsome praise when I say that as a citizen Dietrick Lamade ranks second to none in all that goes to make up good citizenship. None surpass him in his devotion to the welfare and material advancement of his fellow men, in his devotion to the best interests of his city and community and in the advocacy and furtherance of progressive measures tending to its general prosperity and to the comfort and well-being of its people; and none surpass him in his unswerving fidelity and devotion to his country, to those principles of free government which have for their highest aim the greatest good to the greatest number, and equal and exact justice to all men. In the still closer relation of citizenship, that of neighbor, I know he feels the full measure of the highest order of men. Charitable in the fullest sense of that word, generous and just, genial and companionable, a gentleman at all times and under all circumstances, I am proud that I have him for my near neighbor, and that I have this opportunity of paying this meager tribute to the worth of our mutual friend and in wishing him a long, prosperous and happy life.

A MAYOR'S VIEWS—GREATEST PAPER, BECAUSE OF HONEST PURPOSE.

In responding to the toast, "An Exemplar of Good Government," the Hon. Charles D. Wolfe, mayor of Williamsport, said:

There are a great many things that I could say of Dietrick Lamade and *Grit,* to show that they advocate good government, but I am at a loss to know which should be mentioned first. Yet I believe that the first should be this—Dietrick Lamade has never permitted anything of a personal nature to stand in the way of his public duty. He has today, in my judgment, one of the greatest newspapers in the country, because, animated by honest purpose to serve all the people, it hews to the line, let the chips fall where they may. I believer that *Grit* is as honest and fearless in its stand for good government, as any paper published. One of the most illustrious editors this country ever had once said that when a journalist abandons partisan journalism and enters the field of independence, he ceases to be an advocate, and rises to that high honorable position of judge.

THE PRESIDENT OF THE BOARD OF TRADE TELLS OF THE PAPER'S CONTRIBUTION TO INDUSTRIAL PROGRESS.

The Hon. S. N. Williams, ex-mayor of Williamsport, and president of its Board of Trade, reviewed Mr. Lamade's contribution to the industrial progress of the ciay and said in conclusion:

Twenty years ago if you stepped into a business place and introduced yourself as from Williamsport, you would be asked, where is Williamsport located? But mark the change of today. If you go in a business house and announce that you are from Williamsport, Pa., you will not be asked to locate the town. Why? What made this change? The energy and efforts of her citizens through her manufacturing industries, the press and efforts of the Board of Trade. We have manufacturing plants that distribute their product largely through the different states of the Union and in foreign fields which give us prestige.

We are here tonight to show our esteem for Dietrick Lamade, who embodies the qualifications to which I have referred. *Grit's* reputation, its state and local power, its very wide circulation shows the ability and judgment that has been displayed in the building up of this industry of which Williamsport is proud. I commend the example to the *Grit* Family.

NEWSPAPER-MAKING A ROCKY ROAD TO A LIVELIHOOD WITH SOLID COMPENSATIONS.

Geo. E. Groff, manager of the *Sun,* a competitor of the *Pennsylvania Grit,* said:

Whatever the legitimate function and standing of the press may be, we of the business office see it stripped of

much of its glamor and come to know it for what it really is—a rocky road to a livelihood. Rocky! aye in the sense that it is rough, but there the simile ends; for there are times when one would forgive the roughness for the feel of solid ground under foot. A better comparison might be found in one of the journeys adventurous explorers occasionally make to the frozen poles, where the pathway lies over hummocky, unstable ice, encountering here an obstacle which yields only to direct frontal attack; again a berg too high to climb over, which must be taken in flank; at another time a stretch of open water yawning directly in the pathway and threatening to engulf the whole project in a cold, and in all likelihood, a fatal plunge. These dangers and these struggles are none the less real because they are viewed from a long perspective. Final success softens them and time smooths the rough outlines of the journey, but as the honored guest of the evening rests for these few moments along the trail to look back upon his plendid accomplishments, the mind must dwell for a moment upon these things to get a correct measure of the value of his efforts. A man who has given twenty-five years of constant, unremitting labor to the attainment of one end has given that object the best that is within him. To few has it been given to see such a large success result from his life work as Mr. Lamade is privileged to look upon this evening. He has regarded his work as the knight of old regarded his armor—as a proud burden, and right proudly has he borne it. The highest compliment I can pay him is to say that he deserves the success which has come to him. His example has been, and will continue to be, a distinct inspiration, and a notable subject for emulation to all engaged in any capacity upon the press in this part of the state. On behalf of the press, I desire to lay a laurel spray of sincere appreciation at his feet upon this occasion, and wish him a long and continuing prosperous life in which to enjoy the fruits of his labor.

STRUGGLES, ENERGY, BURNING OF MIDNIGHT OIL REQUIRED.

Among Mr. Lamade's business associates for twenty-five years there was one able to speak "from experience," he having been Mr. Lamade's advisor. He knew Mr. Lamade's ideals and purposes, and he reviewed them in a most helpful manner. So the next toast, "Herald of High Ideals," was responded to by James B. Krause, Esq., who said in course of his remarks:

We have honored ourselves tonight by conferring this distinguished honor upon this disinguished father of *Grit* Family. In that loving cup we have placed our hopes, our aspirations, our heart yearnings, the nectar extracted from the love of our hearts, all there and well up to overflowing.

The artist when he paints a picture of life to get the plaudits of the world, must introduce a cloud. In the rugged pathway of preferment, sorrows, failures, defeats are but the discords that unite with the joys, the triumphs, the successes, to make one grand harmony. Take from the life of any man the struggles, the defeats and the reverses that he has overcome and surmounted by dint of great courage, industry and determination, and you take from him that which is the sweetest portion of his life.

It required struggles, it required energy, it required all sorts of burning of midnight oil to accomplish that which has been so nobly done by the brother whom we are honoring tonight. In this world of business activities the tendency is to centralization of power and of might—unfortunately. The young aspirants, those who are ambitious in life, start out nowadays with a paper promoting some great enterprise, to find out how much each will subscribe to it. The great institutions of this country were not built up by such persons, nor in that manner.

Dietrick Lamade, when he was over in the Tallman building, never dreamed of, nor realized for an instant the fruition of this moment. He was not in any sense building for the future, but doing what the ever-present required of him to do. And that ever-present characteristic culminated in what we see tonight. The young man may go as the moth to the taper and meet a glorious death in the business world today, but the one who rose up from the ranks, having remembered all the various duties of the business relating to printing and publication, having undergone and experienced all its varied changes and moods, cannot help but deserve success. He alone has right standards, and approvable purposes.

"AN INSTITUTION WITH A SOUL BEHIND IT."

Rev. Paulson, in speaking of the paper in response to toast, "An Influence for Good," said:

Now, I was only a boy in knee trousers when I became acquainted with *Grit*, although I am a comparative stranger in this locality. I was away up in the Northwest, on the edge of civilization. I remember when I was a boy of ten years old I picked up a copy of *Grit*. At that time the name struck me as rather peculiar, and I puzzled over big words the then editor used. But that was my first acquaintance with *Grit* out there in the Northwest among people who were clearing the woods, who were turning up the virgin soil and who were planting the first crops. I never expected to have closer acquaintance with *Grit*. I never expected to be in this part of the world. But why was it I found it there in the wilderness? It was there simply because the people on the forefront of civilization found something in that sheet—something that put energy into their arm, courage into their will. This something was gotten out of the man who was behind that paper. *Grit* has never lost its personality because there has been a man behind *Grit* who has had a personality to put into that paper. It has always been an institution for the furtherance of good, and a desire to be of some help to any man whom that paper might reach, whether it be in the Far West, East, North or South. There is one thing that men will never mistake in their fellow men, and that is good will, earnestness, helpfulness, and that is something that they will always recognize, whether it shine out in the man's face, or whether it is put down in print upon paper.

TESTIMONIALS—"PRIDE, PRINCIPLE AND PLUCK — THE THREE MUSKETEERS OF SUCCESS."

In addition to these responses from which we have made brief extracts, there were many personal tributes from employes:

Speaking for former employes, John Budd, of New York City, dwelt upon the intimate relations that exist between Mr. Lamade and his co-workers, relations that ripen into closest friendship. Mr. Budd said:

If there has been one force and one example that has entered into my life and contributed to any measure of success that I have made, I want to say right here and right now before all of you, it has been gotten from Dietrick Lamade. If all of you can get from this man, Dietrick Lamade, what I know is in him to get—the mental and moral processes by which he arrives at his clean-cut, honest conclusions; if you can get the same pleasure from your association with him as I have, it will be a big and valuable thing to you.

I see a little quotation from Emerson in the menu tonight. It is remarked here that Emerson said something about it taking a quarter of a century to know what was in a man. It did not take a quarter of a century to see what was in Dietrick Lamade. Another thing Emerson said: "An institution is the lengthening shadow of but one man." I want to say that I who knew what *Grit* is from the inside

and from the outside, and can compare it with other newspapers and other newspaper propositions scattered over this mighty country—I want to say to you that Emerson knew what he was talking about if he had any reference whatever to *Grit,* and if he did not have any reference to *Grit* it is a most excellent example of his remarks. This institution is not necessarily a lengthening shadow, but is and always has been Dietrick Lamade. His policies have not dominated but have permeated it; three prominent characteristics—pride, principle, and pluck. They were called the three musketeers of success, and I think Dietrick Lamade has all three. Pride must be laudable. Principles that stand the light of day any time you want to turn it on them. Pluck—it is not necessary for me to say anything about Dietrick Lamade's pluck.

SOME EARLY STRUGGLES.

John D. Klein, mechanical superintendent, among other things, related some of the early hardships as follows:

During the early period of *Grit's* existence the general manager never slept at home Friday and Saturday nights. It was his usual custom about 1 or 2 o'clock Sunday mornings to get out his cot and place it between the stove and make-up stone in the composing-room (I don't mean composing-room, but that end of the room where the newspaper forms were made up, for then the Business, Editorial, Job and Composing departments were all in one room not any larger than this Assembly Hall) and there he would sleep until the pages went to press, when he was called to start out the carriers and ship papers. And then, too, he would await the return of the newsboys and settle up with them. For it was necessary for him to get all he could from the city sales for on the city sales depended the success of a pay day. But one thing must be said of Grit Publishing Company, that whatever money came into the till was first passed out to the employes, even if the proprietors were compelled to make a guess as to how they were to go to market.

* * * * * *

I have seen him in cheerful and troubled moods, but I never have seen him despondent. His hopefulness was ever a strong characteristic, his temperament even, and his moods were always contagious. When difficulties arose, he always had a remedy at hand or availaable, and the entire *Grit* Family, in those days when personal contact each with the other was a necessity at all times, became imbued with the same spirit of push and energy that was the principal factor in the building up of this phenomenal success

There is record of much more that is of interest, but enough has been given here to show any live newspaper man the path, and to point him on the way, to success.

It should be remembered that *Grit* is a weekly paper, started in 1888, as the Saturday evening weekly edition of the daily paper, in a conservative, interior Pennsylvania city with a population of less than thirty thousand. The paper now has a circulation of a quarter of a million copies each weeek.

Department Commander, E. D. Coe of the Wisconsin G. A. R., for forty years editor and chief owner of the Whitewater *Register,* member of the Executive Committee of the National Editorial Association in 1886, ten years pension agent of the Milwaukee pension district, president of the Wisconsin Editorial Association for several years, and a former chairman of the Republican state central committee, died at White, water, Wis.

THE NEW ENGRAVING

One who was familiar with the Engraving business of even so short a time as a decade ago, would be surprised at what varied changes have taken place in that time in some few of

the larger Engraving establishments. Formerly an artist was regarded as second rate if he were not able to draw anything from a portrait to a locomotive, but the modern demands for excellence worked for specialization and now an art de-

partment of an up-to-date engraving plant includes artists on Fashions, on Machinery, on Illustrations, on Posters, on Designs for Labels, Headings etc.

On Machinery this classification has been still further sub-divided, and we find specialists in Photo-retouching, Pen Drawings, Wash Drawings and, in a few of the highest class houses, Mechanical Artists who specialize on making pictures

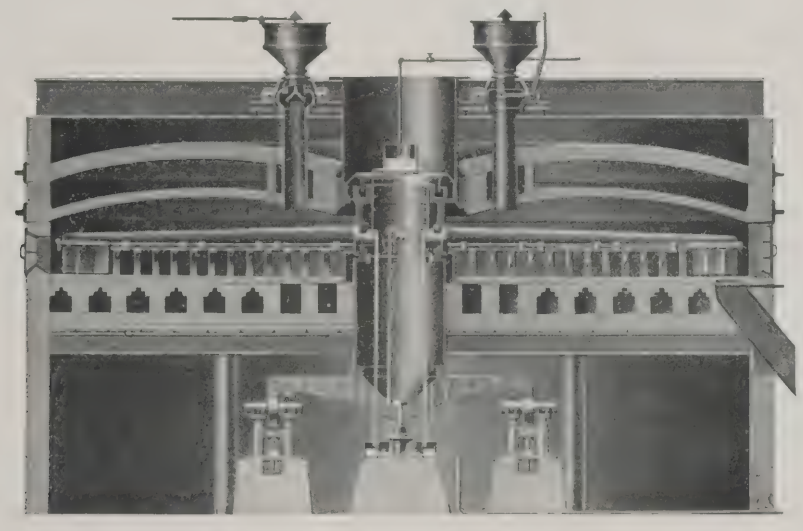
with photographic effect from the blue prints or shop drawing from which a machine is to be built.

The samples shown herewith illustrate what a diversity of work is executed by the well known firm of Gatchel & Manning, Philadelphia, who maintain a large force of "specialists" under salary, in their own plant.

Another distinctive feature of this enterprising firm's work is their operation of two new processes, one for the production of high grade "Three" and "Four Color Process" Work and the other a method of hand etching which guarantees exceptionally deep, clean printing plates. This latter is an especial boon to printers for two reasons; viz—

They require but little "cleaning up" while on the press and Electrotypes made from them are also sharp and clear. Messrs. Gatchel & Manning issue probably the greatest variety of educational advertising literature sent out by any Engraving house in the country and are glad to send any of it on request.

John M. Edson, for more than thirty-five years editor-in-chief of the A. N. Kellogg Newspaper Company, died suddenly at the home of a son, John. M. Edson, Jr., at Jacksonville, Fla. Mr. Edson, who was seventy-seven years of age, had received his training as a country editor, He joined the Kellogg staff in 1867, retaining his position with that firm until five years ago, when he retired. Since that time he had made his home with his son, W. F. Edson, at Morgan Park, Ill. He was born in Warren County, Pennsylvania, in 1832, and worked on a number of country papers in the east before going to Chicago in 1860.



ROCK HILL, S. C., April 10, 1909.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I am very fond of the N. P.-J., and read it eagerly. I am a union printer and read with interest your recent controversy. Though adhering strictly to union principles, I do not believe in friction between employer and employee, and think if more consideration was given to the employers' interest by many union men their pay envelope would be heavier and fewer strikes the result.

Again thanking you for past courtesies, I am,

SAMUEL G. WHITE.

PROGRAMME OF TWENTY-FOURTH ANNUAL CONVENTION, NATIONAL EDITORIAL ASSOASSOCIATION, SEATTLE, WASHINGTON, FINE ARTS HALL, ALASKA-YUKON EXPOSITION, WEEK OF JULY 19TH TO 25TH, 1909.

MONDAY, 19TH.

10 A. M. to 10:30 A. M. Band Concert by Administration Band.

10:30 A. M. to 12 A. M. Opening Business Session.
Invocation.
President's Annual Address.
Reports of Officers and Committees.
Announcements.

2 P. M. to 4 P. M. Addresses of Welcome by Hon. E. M. Hay, Governor of Washington, Hon. John F. Miller, Mayor of Seattle, Hon. J. E. Chilberg, President Alaska-Yukon Exposition.
Kenneth C. Beaton, President Seattle Press Club.
Responses by Hon. B. B. Herbert, *National Printer-Journalist,* Chicago, Hon. P. V. Collins, *Northwestern Agriculturist,* Minneapolis, Gov. A. B. White, Charleston, W. Va.

WILL H. MAYES, President

4 P. M. to 6 P. M. Automobile ride about the city.

8 P. M. to 11 P. M. Theatre entertainment.

TUESDAY, 20TH.

10 A. M. to 12 A. M. Business Session. Appointment of Committees.
Address—"Seeing Things in the West," Edith Tozier Weatherred, *Western Tours,* Seattle.
Address—"Individuality in Newspaper Work," Henry J. Allen, *Beacon,* Wichita, Kansas.
Address—"Telegraph Service for Small Dailies," Lon F. Chapin, *News,* Pasadena, Calif.
Address—"Gathering News on Country Dailies," G. W. Ridgway, *Express,* Kirksville, Mo.

1 P. M. to 6 P. M. Viewing the Exposition.

6 P. M. to 8 P. M. Dinner at Exposition Grounds.

8 P. M. to 11 P. M. Visiting Attractions on "Pay Streak."

WEDNESDAY, 21ST.

10 A. M. to 12 A. M. Business Session.
Address—"Editing the Small Country Weekly," Miss Caroline A. Huling, *Bookseller,* Chicago.
Address—"The Newspaper as a Factor in Town Promotion," Frank D. Throop, *Journal,* Muscatine Iowa.
Address—"University Training for Journalists," Prof. Merle Thorp, University of Washington, Seattle.
Address—"Relation of the Country Paper to the Metropolitan Daily," Leon Westmoreland, *Democrat,* Greenwood, Arkansas.
Address—"Journalists and Common Newspaper Men," T. A. McNeal, *Capital,* Topeka, Kansas.

2 P. M. to 6 P. M. Boat Ride to Navy Yard and Inspection.

8 P. M. to 11 P. M. Reception and Entertainment at Hotel Washington.

THURSDAY, 22ND.

10 A. M. to 12 A. M. Business Session.
Address—"Starting a Daily Paper in a Small Town," Miss Goldie Perry, *Sun Sentinel,* Winchester, Ky.
Address—"Handling Circulation of a Daily Paper," R. P. Habgood, *Star,* Bradford, Pa.
Address—"Handling Ciculation of a Weekly Paper," Edwin C. Funk, *Democrat,* Rogers, Ark.
Address—"Developing Advertising Business on a Small City Daily," Carl Roe, *Union-Statesman,* Walla Walla, Washington.

2 P. M. to 5 P. M. Closing Business Session.
Address—"Stopping the Leaks," H. G. Taylor, *Nonpareil,* Central City, Neb.
Address—"Foreign Advertising," W. L. Tobey, *Republican,* Hamilton, Ohio.
Address—"Profitable Side Lines for Newspaper People," Omar D. Gray, *Leader,* Sturgeon, Mo.
Address—"Profitable Recreation for Newspaper Workers," Will G. Steel, *Steel Points,* Portland, Oregon.
Election of Officers.
Reports of Committees.
Adjournment.

8 P. M. to 11 P. M. Seattle Press Club Smoker.

FRIDAY, 23RD.

9 A. M. Take Steamer for Tacoma.
Automobile ride about city.

Luncheon at Point Defiance Park.

Ride on Railroad Toward Paradise Valley to view glaciers, mountains, canyons, waterfalls and forests.

Dinner at Tacoma and return to Seattle in evening.

SATURDAY, 24TH.

9 A. M. Take Steamer for Victoria.

Automobile ride about this quaint English city.

Dinner and arrive Seattle about 10 P. M.

10 A. M. Parties for Alaska trip, take Steamer "Northwestern" of Alaska Steamship Co., for 18 or 20 days trip to Southeastern and Southwestern Alaska.

ON THE WAY TO THE CONVENTION

The plans for the trip to the Convention at Seattle have not been entirely perfected, but the following may be taken as substantially the program of the Itinerary and entertainments en route:

WEDNESDAY, JULY 14TH.

Rendezvous at Chicago, with headquarters at the Sherman House.

2 P. M. Auto and tallyho drive through city parks and boulevards.

6:30 P. M. Course Dinner at the White City.

8 to 9 P. M. Viewing the wonders and added, new attractions of this greatest of the World's Amusement Parks.

9:30 P. M. Return to Headquarters.

10:45 P. M. Take special train of Pullman cars over the Chicago, Burlington and Quincy R. R., at the Union Depot, corner Adams and Canal Sts., Chicago.

THURSDAY, JULY 15TH.

12:15 P. M. Arrive at Council Bluffs and Omaha for dinner and drive around the cities. Here the party is to be joined by delegations from Minnesota, South Dakota, Iowa, Kansas, Missouri and other Central and Southern States.

2:25 P. M. Leave Omaha.

4 P. M. Reach Lincoln, Neb. Pass three hours in viewing city, visiting the Home of Hon. Wm. J. Bryan, partaking of refreshments.

7 P. M. Start West.

FRIDAY, JULY 16TH.

5:35 A. M. (Central Time). Arrive at Alliance, Neb. Here the special sleeper carrying the delegates from Texas, Oklahoma, Arkansas, Colorado, leaving Denver at 7:15 P. M., Thursday, and reaching Alliance at 3:10 A. M., Friday, will be attached to the special train.

4:50 A. M. (Mountain Time). Leave Alliance.

7:15 P. M. Arrive at Billings. Here it is expected that the party will be joined by delegates from Montana, North Dakota, Northern Minnesota and Northern Wisconsin and other points, who have found it more convenient to go direct to Billings.

8:30 P. M. Leave Billings by the Northern Pacific R. R.

SATURDAY, JUNE 17TH.

5 P. M. Reach Spokane. Drive around the city. Entertainment. Banquet.

Spokane is one of the most interesting cities of the West, with a wonderful water power, many attractions and great growth, and will well repay a visit of seven hours.

12 P. M. Leave Spokane.

SUNDAY, JUNE 18TH.

8:30 A. M. Reach North Yakima. One hour and thirty minutes for viewing the wonderful water power, irrigated fruit and farm lands and many attractions.

A. NEVIN POMEROY, First Vice-President

10 A. M. Leave North Yakima.

5 P. M. Arrive at Seattle.

The Itinerary of the return trip and fuller particulars will be given in the July issue. It is now proposed to return by the Great Northern and the Chicago, Milwaukee & St. Paul Railway. This will give an entirely new route, through regions noted for beauty of scenery. Some of the delegates, however, contemplate taking in the Yellowstone, but we understand that the Secretary has so far only arranged for the outgoing trip.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

THE DUMMY receives considerable attention from time to time at the hands of the trade, and is for the most part frowned upon as as an unnecessary and unjust expense. But it is possible that there are two sides to the question. Did you ever think of the matter this way: If you show a man nothing but figures, he will naturally decide the question solely on the basis of price, and give the work to the lowest bidder; if, however, you can show him a fairly realistic suggestion of what his job ought to look like when completed, one ought to be able to get away from the price basis to some extent, and get the question at least partially onto a quality plane.

In many lines of activity it is necessary to go to large expense to bid on work, extending many times into the thousands of dollars. The architect will often spend much time and money in preparing a set of drawings which he hopes may bring him a return. The dummy is simply a part of the sales expense. And it ought to more than pay for itself by exciting the interest of the custom and getting a better price than otherwise.

The subject of date lines on stationery is one which seems to need a little elucidation, judging from the wide variety of treatment in the samples which have reached me recently. The paper on which I am writing, for instance, says, "Scranton, Pa. ———— 190," a style which I prefer myself, and which seems to be given preference by the best usage. Literally, I suppose, it would be correct to print it, "Scranton, Pa., ———, 190," and occasionally I get something printed after this fashion; but it presents an unnecessarily broken appearance. One might almost as well scatter a promiscuous lot of punctuation marks over a sheet of ruled paper, and expect the writer to do his writing to fit them.

It seems necessary, also, to emphasize the fact that the line should more properly be a straight rule rather than dotted, and that it must by all means line up exactly with the type. This may mean the use of cardboards where the justification could otherwise be made with leads; but if we are not willing to go to a little trouble to have our work right, we had better get out of the business. The thought just occurs to me in this connection of a Chicago lawyer—and not an obscure one, by any means—who is so exact that he will walk several blocks merely to verify a punctuation mark in a court decision. But in law, a punctuation mark will sometimes make all the difference in the world. And so will the placing or misplacing of a line or a character in a printed job. "If a thing is worth doing at all."——etc.

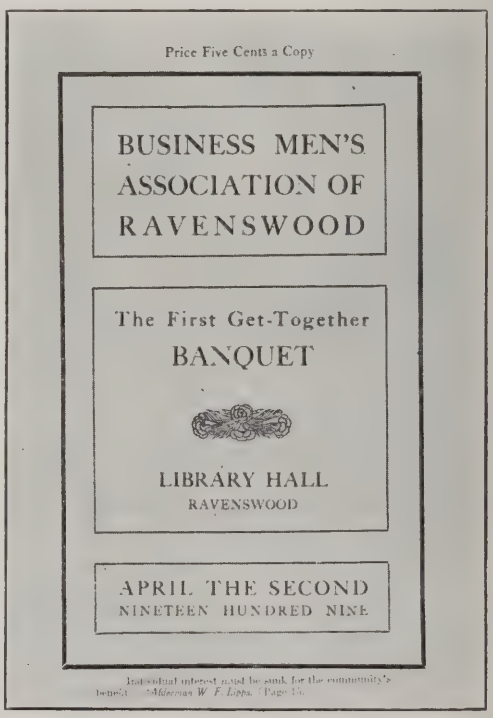
A document, gotten up in legal form, is sent out by *The News* of Mansfield, Ohio, to prove that it is the best paper covering its territory. It consists largely of fac-simile letters of commendation from people of the town, and serves, for the purposes of this department, to emphasize the advantage of zinc reproductions for testimonials over the same letters when type set. Printers should induce their customers to use the zincs on this class of work as often as possible.

Here is a little bit of wisdom from *Character*, that delightful little publication put out by the Griffith-Stillings people:

> If you buy a coat that doesn't suit you, you can sell it to the second-hand man or give it to the janitor. But if a job of printing doesn't suit you, it's no good to you or anybody else on earth. Pick your printer carefully.

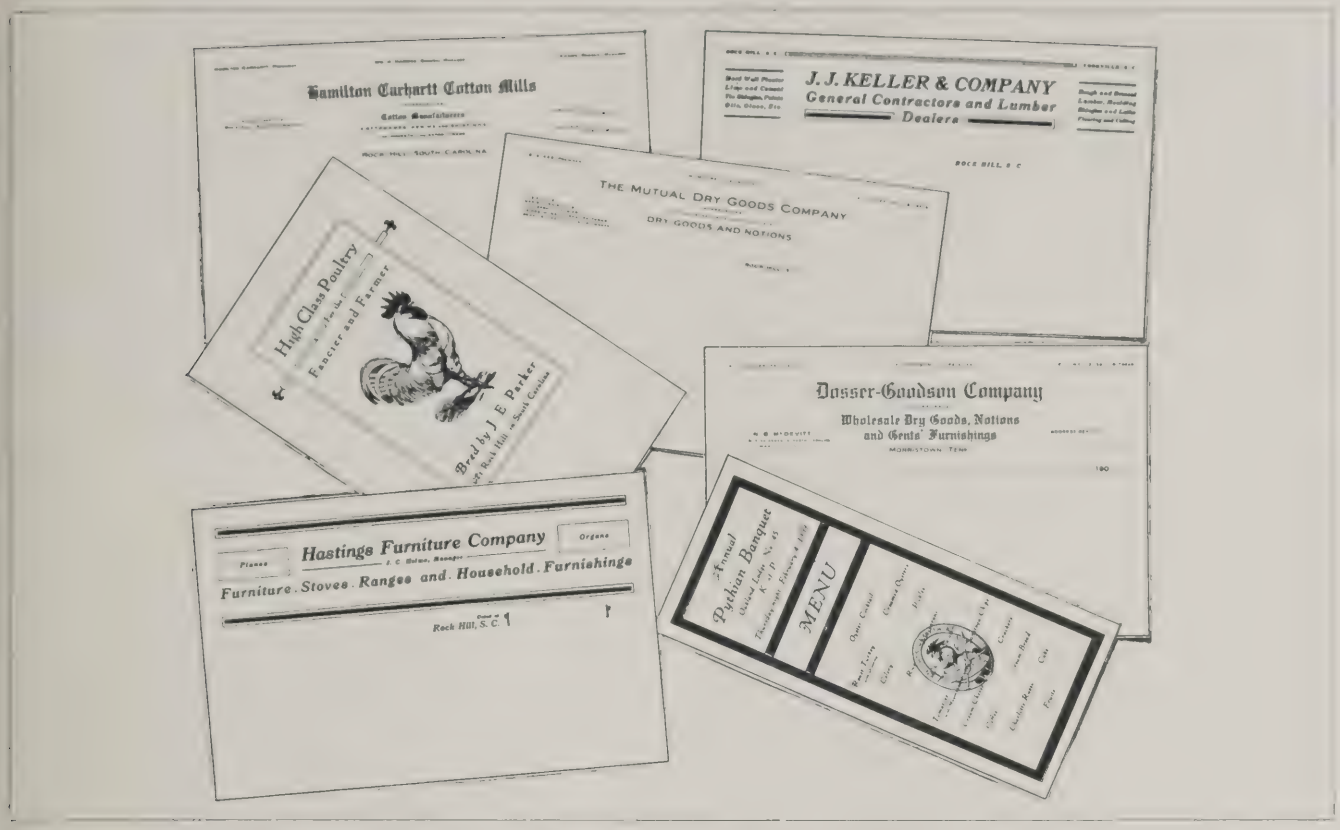
Sometimes a booklet is issued primarily for the illustrations, such as the one just received from the Carson-Harper people of Denver, intended to show up the beauties of Pine Crest, a Rocky Mountain resort. In such a case as this the text is very appropriately thrown into a secondary place by being run in a "diluted" which is little more than tint. This permits of the full strength of the halftones being brought out.

This cover, by the Ravenswood Press, Chicago, is a good example of what can be done with a limited

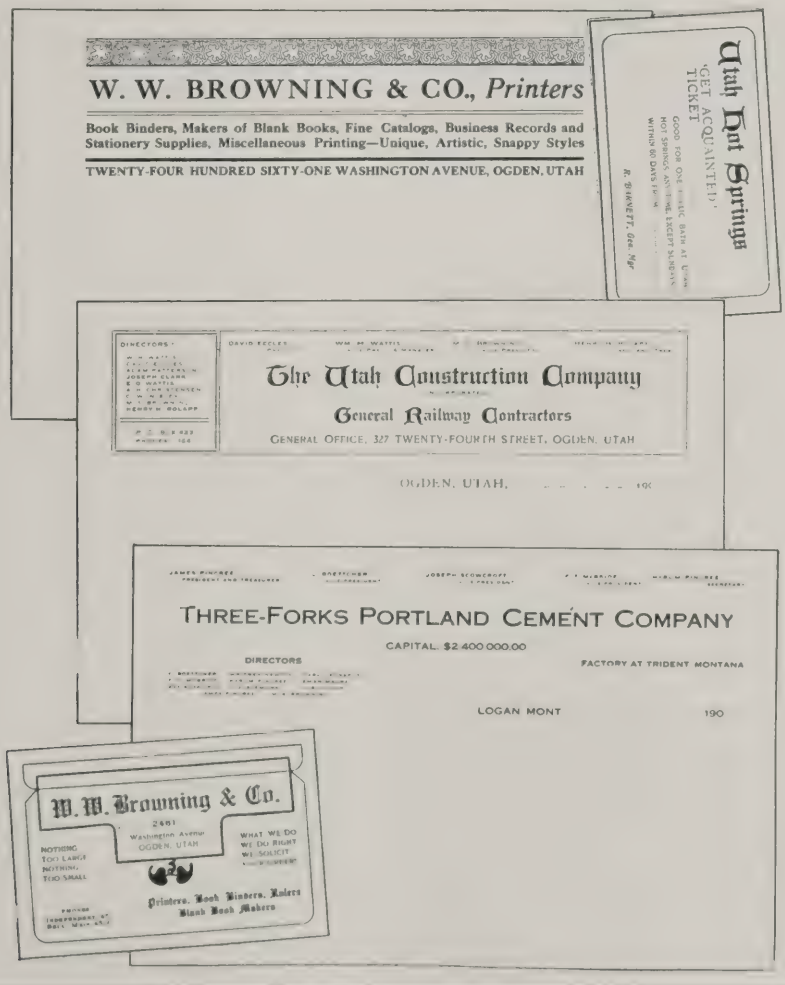


number of fonts of a series. It would have been somewhat improved by making the upper panel smaller and the middle panel larger.

The Cleveland Trust Company has, in my opinion, sent out many better pieces of printing than the last one which has come to my notice. The pages are all after the same design as those here shown, making


Hamilton Carhartt Cotton Mills
J. J. KELLER & COMPANY
General Contractors and Lumber Dealers
THE MUTUAL DRY GOODS COMPANY
DRY GOODS AND NOTIONS
High Class Poultry
Fancier and Farmer
Bred by J. E. Parker
Dosser-Goodson Company
Wholesale Dry Goods, Notions and Gents' Furnishings
Hastings Furniture Company
Furniture. Stoves. Ranges and. Household. Furnishings
Rock Hill, S. C.
Formal Pythian Banquet
MENU

By S. H. White, Rock Hill, S. C.


W. W. BROWNING & CO., Printers
Book Binders, Makers of Blank Books, Fine Catalogs, Business Records and Stationery Supplies, Miscellaneous Printing—Unique, Artistic, Snappy Styles
TWENTY-FOUR HUNDRED SIXTY-ONE WASHINGTON AVENUE, OGDEN, UTAH
Utah Hot Springs
"GET ACQUAINTED" TICKET
The Utah Construction Company
General Railway Contractors
GENERAL OFFICE, 327 TWENTY-FOURTH STREET, OGDEN, UTAH
OGDEN, UTAH,
THREE-FORKS PORTLAND CEMENT COMPANY
CAPITAL $2,400,000.00
DIRECTORS
FACTORY AT TRIDENT, MONTANA
LOGAN, MONT
W. W. Browning & Co.
2461
Washington Avenue
OGDEN, UTAH
NOTHING TOO LARGE NOTHING TOO SMALL
WHAT WE DO WE DO RIGHT WE SOLICIT
Printers, Book Binders, Rulers
Blank Book Makers

From W. W. Browning & Co., Ogden, Utah.

the appearance throughout choppy. I should suggest the booklet ragged and

BANKING STANDARDS

Directors Who Direct

IN recent years the public has learned to view the responsibility of directors in a new light. As a result, the expression, "Directors who Direct," has become a hackneyed phrase. Directors of the highest ability are of little use to a bank, if, through neglect of their duties, the bank is unable to reap the benefits of their talent.

NEARLY all the directors of The Cleveland Trust Company attend meetings twice each week, at which all matters of importance are brought to their attention.

BANKING STANDARDS

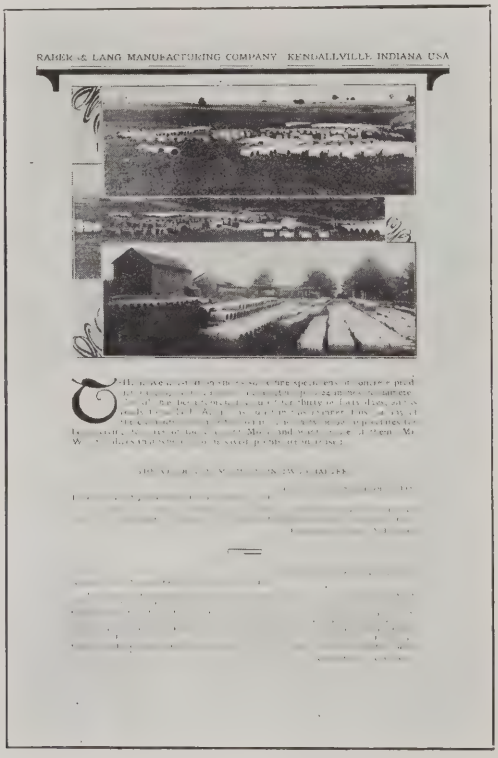
Conservatism

A conservative policy in managing the affairs of a bank adds to the security of its depositors. Likewise the eventual success of every bank from the stockholder's point of view depends upon acquiring public confidence and thus increasing business. In no way can these results be accomplished more certainly than through acquiring a reputation for conservatism.

THE conservatism of The Cleveland Trust Company is evidenced in every page of this booklet

paragraph in a larger size, to more nearly fill the page, and set the small paragraph at the bottom in italic, without the initial.

The Scott-Miller Company of Indianapolis, are designers and printers of the piece of advertising matter a page of which is herewith shown. The noticeable feature about it is the bracket at the top of each page, giving the suggestion of a border to the illus-



trations, and lending finish to the pages and giving them the uniformity and harmony which a job of this kind—necessarily much broken—often lacks. The illustrations are in black and the type matter in brown. The book is encased in a light-brown cover, embossed in a darker shade of the same color.

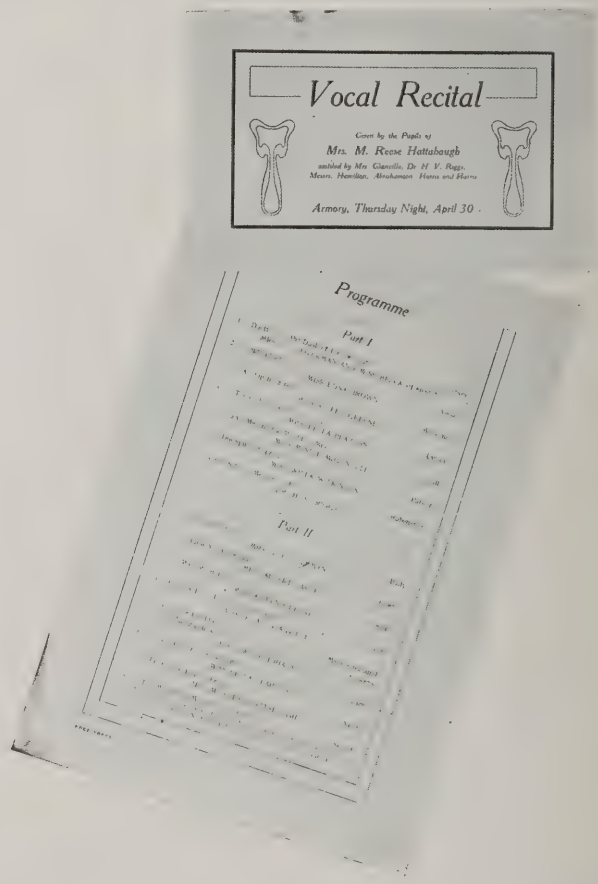
The New York *Sun* recently made editorial comment on a matter which will be of interest to readers of this department. It said:

It is a curious fact that many of the newest improvements have been invented by studying the ancient and almost forgotten processes of the past. More and more inventors are reaching backward for their suggestions. There is no doubt that we have almost reached the limit of machine-made art. Individuality is the hobgoblin of the modern printer just as it was the genius of the old-timers. There is no doubt, also, that the work turned out by the old-timers was sometimes much better than modern work. But this was because the old printers personally went over their output, a step which would be impossible in the printing shop of today, owing to the increased production.

For instance, the present three-color printing goes a long way toward representing the colors of the spectrum. But it is done by machinery and naturally is not equal to the hand-coloring of former days. And thus the commercial spirit has in some respects proved an evil to the printer, that is, to the artistic printer, although his trade is peculiarly dependent for its existence on that very commercial spirit.

Yet the results attained in an artistic sense today by means of machinery are simply wonderful. With an annual output that far surpasses any other nation, the printers of the United States enjoy a reputation for artistic excellence that is unequaled. Qualitatively as well as quantitatively they head the list.

A program which breaks away delightfully from conventionality is sent in by L. A. Wisener of Grangerville, Idaho. It has a short fold at the top, on the



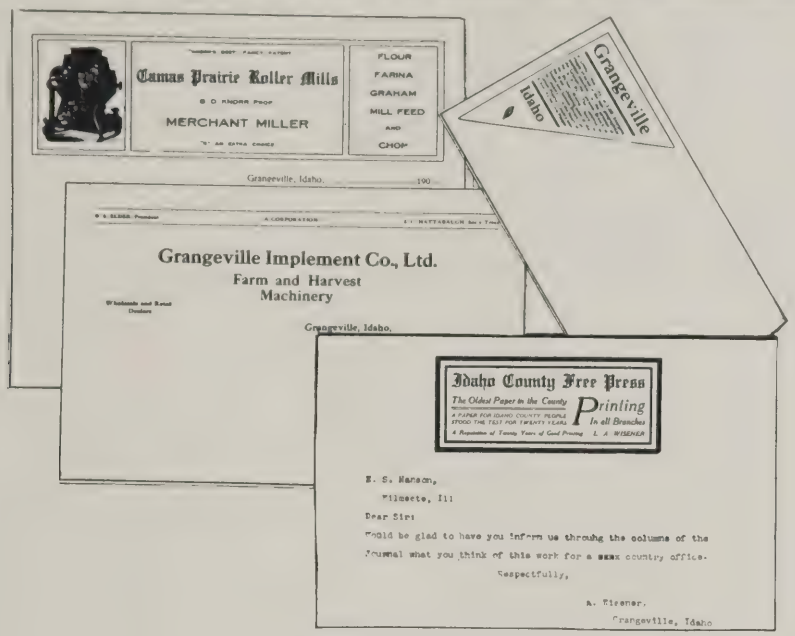
outside of which is printed the heading, with the program attractively set on the long fold. It is printed on heavy linen-finish stock of a slight maroon tint.

In sending in his samples, Wisener refers to them as the product of a "country" office. But if that statement was intended as an apology it certainly was not necessary. The worst thing I notice about them is a lower-case "w" for "m" in an Old English line. Typographically the letter head of the *Idaho County Free Press* on which Mr. Wisener writes, and of which he is proprietor, is a work of art. It is in four colors, and will not show all its fine points in reproduction. But I should like to see it give the name of the town and state. And just as I am about to lay it down I notice a fatal error in the Old English line again—the very

first letter in the line. I am writing this in the early morning hours, when most of the world is asleep; but my eyes are assuredly open wide enough to see that that is most certainly a "J." Great are the mysteries of a text letter, unless one takes a half-hour and settles down to a careful study of the font. And then he will never be perplexed again.

this department, after an absence from it of several years, and I most certainly hope he will do so.

I find the very same error in Old English in the next lot of specimens I examine, which are from W.W. Browning & Co., Ogden, Utah, and which are otherwise most excellent. The offending job is a card

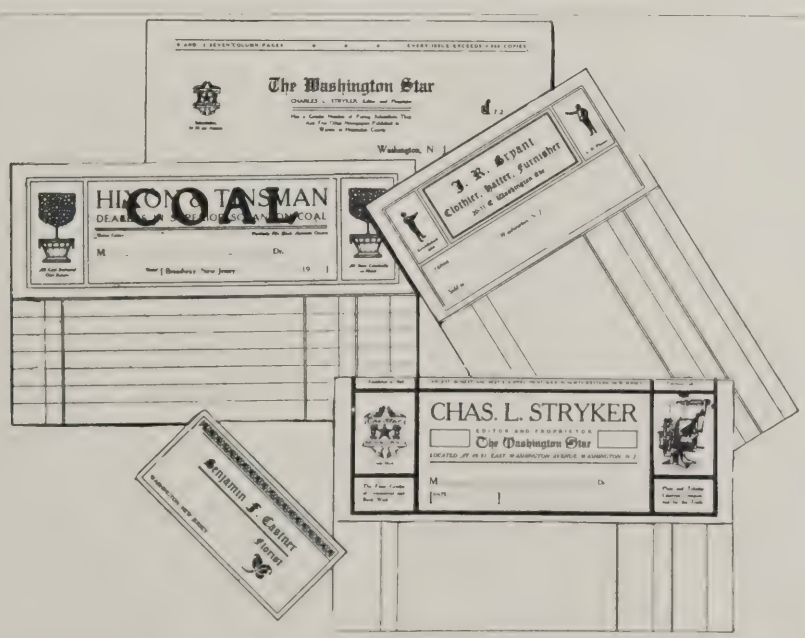


The letter head for the roller mill is spread out somewhat more than is conducive to good appearance. This was, of course, done in order to accommodate the cut; but it might better have been disposed of in a panel by itself, or in some other way which would not require the rest of the head to be balanced up against it.

for the "Herrick Ice Cream Co." The Falker & Child letter head is the poorest job in the lot; and I object to it, not on account of its plainness, but because the matter is concentrated too much in the center. I am showing several of your jobs, which I consider practically faultless, with the exception of the wrong font letter in the head for the Utah Construction Company.

Herbert R. Smith, Washington, N. Y., shows a fondness for the darker shades of stock, but he handles them well for the most part. He is with the *Washington Star*, which claims to have the largest, busiest and best equipped print-shop in northwestern New Jersey, and this work looks as though that claim ought to hold good. Mr. Smith promises to contribute frequently to

There are few printers who will take as much pains with a poultry circular as is shown on one which recently came from S. H. White of Rock Hill, S. C. It is a delightful little creation and would surely tend to induce me to go into the poultry business, were I not in it already. A bunch of other good stuff along with it, too.



THIS YEAR AT THE MISSOURI UNIVERSITY SCHOOL OF JOURNALISM

(An Address delivered before the Missouri Press Association at Fulton, Mo., May 14, 1909, by Walter Williams, Dean of the School of Journalism of the University of Missouri.)

THE School of Journalism of the University of Missouri is a child of the Missouri Press Association. It is my privilege to give to the Association today the story of the child's first year—to render an account of my stewardship.

Thirteen years ago the Missouri Press Association upon motion of W. O. L. Jewett, then and now editor of the Shelbina *Democrat,* urged the teaching of journalism in the State University. At the same meeting, Henry W. Ewing, then Editor of the Jefferson City *Tribune,* now numbered among our lamented dead, referred to his establishment of the *University Missourian* with Eugene Field and himself as chief editors, which paper he said had not a little to do with his career afterwards. Before and since 1896, the year of Mr. Jewett's resolution, the Missouri Press Association favorably considered training for journalism. At its last annual meeting in Excelsior Springs the Association adopted without dissent the report of a committee consisting of William Southern, Jr., of the Jackson *Examiner,* J. R. Lowell, of the Moberly *Democrat,* and C. M. Harrison, of the Gallatin *North Missourian,* which said:

It is with special pleasure the Missouri Press Association knows that the curators of the Missouri State University have voted to establish at the University a School of Journalism. This Association has endeavored ever since its organization to be an educating influence among the newspaper men of the State of Missouri and we look forward to the establishing of this School of Journalism as a continuation and elaboration of our own work. We, therefore, express our indorsement of this action of the board of curators of our State University and pledge our support and encouragement of the work to be undertaken and to the new dean of the school."

With such parentage, indorsement and pledge of support, the School of Journalism began.

THE ENROLLMENT.

The first year's enrollment of students has far surpassed the expectations of even the most sanguine friends of the school. There was general demand for the training that such a school could give. It was expected that in its first year twenty or thirty students would be enrolled, as had been true in the first years of the teaching of law and medicine. Instead, there have been enrolled this year in the University School of Journalism ninety-seven students. Of this number seventy-four are primarily in journalism, candidates for the degree of Bachelor of Science in Journalism in a four-years' course. The others—twenty-three in number—are students from other departments of the University taking one or more courses in Journalism. Fourteen of the total number are women.

The faculty of the school is composed of instructors from the College of Arts and Science of the University, with three others added. Of the three, one is a graduate of the University of Nebraska and the Kansas City *Star,* another of the University of Missouri and the St. Louis *Republic,* and the third of a Missouri high school and a country newspaper office.

How are the students trained? Courses are given in the History and Principles of Journalism, the Ethics of Journalism, in Newspaper Administration, in News Gathering, in Reporting, in Editorial Writing, in Correspondence, in Newspaper Jurisprudence—the Law of Libel—in Illustrative Art, in Comparative Journalism, in Newspaper Making—which includes all branches of newspaper work. Courses are given in history, English, sociology, economics, political science, government, psychology. While all knowledge is helpful to the journalist, that which best trains for the most effective leadership in his profession is emphasized.

THE UNIVERSITY MISSOURIAN.

The distinctive feature of the Missouri University School of Journalism is the *University Missourian,* which affords a laboratory course in actual newspaper making. Upon this small, but well-balanced afternoon daily newspaper all the work, other than mechanical, is done by the students of the school, under the direction of the faculty. This is applying to training for journalism modern methods of education. As the hospital gives bedside instruction in training physicians, the practice court in trainng lawyers, and the practice school in training teachers, so this newspaper is used for the training of makers of newspapers. That it is not a model newspaper is manifest. It is entirely the work of freshmen journalists, of cub reporters. If they could in their first year make a model newspaper, the school would have succeeded even beyond the most sanguine hopes.

The course in journalism covers four years. It leads to one undergraduate degree, Bachelor of Science in Journalism. It is not supposed that the awarding of this degree makes a journalist any more than the conferring of a diploma makes a lawyer or a doctor or an engineer. It is expected, however, that the man or woman who pursues faithfully the courses of instruction given at the University of Missouri will at the end of four years be better equipped for high service than the one who has not had such training. How far success has been attained in the first year's teaching is difficult to determine. The result of the teacher's work is not determinable by weight or measure. Certain it is, however, that the students in the School even with only a few months' training are the better prepared to be members of the great teaching profession of journalism than they were when they entered the school. The students may themselves give testimony to any who may ask. The metropolitan press, as well as the county press, has recognized this fact by the tryouts given the more experienced students and by the calls which have come for them.

PLAN COPIED BY OTHER SCHOOLS.

It is no longer a question whether journalism may be taught or, if you please, whether there may be training for journalism. It is simply a question whether the University of Missouri has adopted the best method. It has been the pioneer among American state universities in this regard. Its example has been thought worthy of imitation. A half-dozen great state universities have followed its lead and others are preparing to do so. Two universities in Great Britain have adopted similar plans of organization and from far off but progressive New Zealand comes the suggestion of a similar school there.

The difficulties in the way of the school's success were not unforeseen. It was to occupy a new field. It was to meet doubt and distrust from some, misapprehension from others and destructive criticism from a few. The organizer of the school must expect personal opposition from those who prefer complaint to achievement. Most of the criticism has been constructive and kindly. For it all, much thanks!

He who was chosen from your own membership to lead in this new public service, through no self-seeking of his own, has not felt called upon to make, to any, critical reply. His time has been fully occupied in laboring for the school's success. Some criticisms have been upon the expenses of the school and of the *University Missourian.* This expense has

been less than one-third the amount which the critics have seized upon for condemnation. No school or department in any American university of first rank is maintained at as small a cost per student as the School of Journalism of the University of Missouri. No just criticism lies here.

CONCERNING A MISAPPREHENSION.

The necessities of the first year compelled the adoption of a plan which was unfortunately seized upon as the State competing with private enterprises. While it was proper for the State in training for dairymen to sell butter, and in training for physicians to sell hospital space, and in training for farmers to sell cattle and corn and wheat, it was not regarded as proper for the State in training for journalism to permit the business men of Columbia to pay for the support of such public enterprise. The competition was not large, if it really was competition, the total receipts of the *University Missourian* from local paid advertising being scarcely more than $1,500. But it was sufficient to be used to create feeling against the school, based mostly upon misapprehension. Any other course than that pursued in the first year would have been impossible. It was, therefore, from the standpoint of public economy and the highest good of the commonwealth, entirely defensible. I am glad to be able to say, however, that criticism based only upon this ground, will hereafter have no basis in fact. The *University Missourian,* however, will continue, and be more valuable to the University than before.

I was to speak of the first year of this child of the Association. It has had the troubles of childhood, painful but not permanent. I may not assay the role of prophet for the child's future. It will, I am persuaded, grow and increase in usefulness. Next year the courses in the school will be developed and strengthened, the student enrollment will be larger, its work will be better understood.

SCHOOLS HERE TO STAY.

Schools of Journalism—to employ the old phrases of the newspaper office—"fill a long-felt want" and are "here to stay." They are coming to be generally accepted as a specialized form of higher education. Natural aptitude makes for success in any calling, but training must accompany natural aptitude to bring about the highest success. The journalist is born and made. To the natural bent toward journalism must be added education, training. The only position in this age which can be successfully filled by the simple accident of birth is that of idiot. Self-education, the hardest and most difficult, fits some for their life work, while the education of the schools trains others. Shakespeare—the myriad-minded—wrote Hamlet, his greatest play, after he had written eighteen others. If the mere accident of birth makes great, why did he not write Hamlet first?

The schools of journalism will, I trust, prevent newspaper offices from being, as some unfortunately are, hospitals where the untrained novice practices with the weapons of the press upon the body politic. They will raise the standard of journalism, make it indeed a learned profession, as schools of law, and schools of medicine, and schools of theology have done for these professions.

WHAT THEY WILL TEACH.

They will confine commercialism to the business office, its proper place. Every editor can not be the proprietor of his newspaper, but every editor can be the proprietor of himself. They will teach English. The journalist must plan to write as the painter must learn to draw. He will learn to select his words with loving care as the painter learns to pick his colors. Accuracy, clearness, terseness and forcefulness will sum up his English style. The schools will teach law, not merely the libel law, teaching how the newspaper publisher may escape punishment for misdeeds, real or fancied—but the principles of law fundamental in society. They will teach ethics, which after all constitute the very heart of the matter, above news and business, type and press work. In the last analysis, the ethics of journalism—undefined as journalistic ethics may yet be—determine the character of journalism by determining the character of journalists. The schools will teach literature, give breadth of vision, the use of reference books, history—which is the background today—the fledgeling science of sociology—the relations of man with man—economics, languages and, for exactness, science. Newspapers will be studied. The master general of modern times learned the art of war in the College of Brienne and by the study of the greatest battles and battlefields. The production of each issue of a newspaper is in itself a battle. Great newspapers will be studied—newspapers great and small—the conditions of their production. The principles of journalism will be taught. As the successful teacher must know the principles of education, so must be studied the principles of journalism. The values of news will be emphasized—the gathering, handling, presentation of news, with comment thereupon, which is the framework of the newspaper and into which the journalist, who is creator of the journal, breathes the breath of life.

And why the schools of journalism? That young men and young women may be better prepared for their vocation in life. Certainly this is reason sufficient. If the State is to train teachers and farmers and engineers and physicians and lawyers, should it not train journalists, who teach through the public press teachers and lawyers and farmers and engineers and physicians? A second reason exists and a greater one for the maintenance by the State of schools of journalism. They systematize the work and raise the standard of the profession of journalism—the profession which touches humanity at all points and every way. The State by education and legislation aims to raise the standard of the medical profession in order to protect the lives, health and well being of its citizens, and the standards of the legal profession in order to protect the property rights of its citizens. How much more in the new civilization is it necessary for the state to assist in raising the standard of the journalistic profession which promotes and protects the morals of its citizens—morals which are more important than health or property rights or life itself.

A LINCOLN STORY.

In the dark days of the Civil War a deputation of New York business men and politicans called upon Abraham Lincoln, the great President of the United States, at the White House in Washington. "We do not like your conduct of the war," said they. "You have stopped our trade with Southern ports by your blockade; you have made appointments in New York we do not like. We doubt your success and distrust your methods, though we wish you well."

Mr. Lincoln with the patience characteristic of the man, heard the long speeches of the visitors, and made reply:

"You know Blondin, the gymnast? Suppose Blondin had in a basket a treasure of great value to you and to your country, carrying it accross Niagara's flood, walking a rope for narowest roadway. Should it reach the other shore it would mean much to you and to the republic. Would you, when you saw him started upon his journey, jostle the guyropes, throw rocks at him, shout doubts at his success, or cry out 'Blondin, don't do it that way.' Would you not rather seek to strengthen the ropes, to give cheer and encouragement, hoping that he would cary across to safety the burden of value to the republic?"

And thus I come back to the point of beginning—my thanks and appreciation. I am profoundly grateful that in the discussion of this new movement in education—a movement which I confidently believe is to be of large usefulness to our profession and through our profession, to the State at large—

the man who was selected to lead the movement should have received at your hands such kindness of treatment, such generous courtesy.

Though we may differ as to methods, we may all, interested in the profession of journalism—the noblest and most potential profession known to our present civilization—and interested in the welfare of our great commonwealth, seek to promote the interests of this profession and the welfare of this commonwealth in every honest, legitimate way and to give to every man, who thus seeks the highest interests of the profession and the largest welfare of the commonwealth, aid and comfort.

FOR SERVICE OF THE STATE.

Yet a third and greater reason for the State's maintenance of schools of journalism exists. They are, in the last analysis, for the service of the State. Above all other professions, journalism is the profession of public service. The newspaper is the textbook of the masses, the university of the common people. The masses are to determine whether tomorrow the government of the constitution, the equality of citizens before the law, the purity of the administration of justice, the equal chance, is to be preserved, not giving way in this republic before the tyranny of millions or the tyranny of the mob. Upon the training of the masses depends the future of the State. Here must the journalist do his largest public service. Here is the chief argument, the unanswerable reason for provision by the State for schools that shall train for the highest, most helpful journalism.

Is it visionary thus to speak? I recall that when lawyers had their first lessons in the law copying bills of cost, and physicians their first lessons in medicine sweeping out doctors offices, that schools of law and schools of medicine were regarded visionary. Thirty years ago to have said that news would be flashed from Yokohama to St. Louis by lightning and printed before it happened, that in the daily newspapers side by side would be dispatches of the same date from St. Petersburg, Tokio, Korea and Karnak, that one's friends could be heard through a copper wire from Portland, Oregon, to Portland, Maine, that newspapers on ships in the Atlantic Ocean would publish news brought on invisible waves a thousand miles from land, that 25,000 American newspapers would send out annually 1,500,000,000 copies, a veritable flood, such statements would have been thought too incredulous for belief. Is it visionary to assert that the people will seek to train for the service of the people the handlers of this great news force, the directors of the omnipresent press—next to omnipotence itself—the most potent agency for good—or ill—in all the universe today?

The *Republican* of Auburn, California, was recently sold by C. M. Palmer, Newspaper Broker, 277 Broadway, New York, to Mr. A. E. Welsh of Chippewa Falls, Wis.

We are under obligations to the Chicago, Burlington & Quincy R. R., to the genltemanly Passenger Traffic Manager, Geo. S. Eustis and his able assistants, in the advertising department, for the excellent halftones illustrating some of the attractive buildings and statuary of the Alaska-Yukon-Pacific Exposition and of points of interest, used in this issue of the NATIONAL PRINTER-JOURNALIST.

South Bend, Ind., newspapers are assisting in advertising a home-coming week which South Bend will have from Oct. 3rd to 9th inclusive, and the prospective event has already attained wide publicity. During that week Indiana's great manufacturing center hopes to entertain all one-time residents of South Bend and St. Joseph County.

N. E. A. EXCURSION TO ALASKA

When the 24th annual convention of the National Editorial Association shall have been but a little more than a pleasant memory, some fortunate attendants will never tire of telling and reiterating the picturesque and thrilling experiences of their Alaskan excursion. The Seattle Press Club has succeeded in inducing the Alaska Steamship Company to put forth every available privilege and comfort for the convenience and pleasure of the Editors and their ladies.

The commodious and luxuriously appointed and electric-lighted passenger steamer, the "Northwestern," 336 feet

Omaha Depot

in length, will be the home of those members of the editorial party who decide to take the Northern excursion. She will steam away from Seattle at ten o'clock on Saturday morning, July 24th, immediately after the adjournment of the annual convention.

About twenty days will be occupied in covering a magnificent tour of Southeastern and Southwestern Alaska, and will inaugurate a new excursion route. A member of our Association who has made this trip several times, states that he has every confidence that all members of the convention

European Building, Alaska-Yukon-Pacific Exposition

who avail themselves of the privileges of this splendid excursion will afterwards declare that it was the most enjoyable and instructive trip they had ever taken.

The route from Seattle along the coast of British Columbia and Alaska amongst the thousands of islands that lie along the coast north of the Strait of Fuca, is through Active Pass into the Gulf of Georgia and thence northward for nearly 500 miles through British Columbia waters and across the International Boundary in the Dixon Entrance and along Re-

villagigedo Channel and Tongass Narrows to Ketchikan, subport of entry, and the first port in Alaska, 662 miles north of Seattle.

At Ketchikan commercial Alaska begins—mines, forests and fisheries, churches and societies, courts, newspapers and stores. It is like a thriving city of the Western United States. But the totem-poles, shore line, wooded hillsides and

Oriental Building, Alaska-Yukon-Pacific Exposition

beautiful Salmon River belong to Alaska alone and the tourist will find unique interest for every moment of the stay in port.

After the stop in Ketchikan, the vessel returns southward for a few miles along Tongass Narrows and Nichols Passage to Metlakahtla, the most progressive Indian town in the world, located on the west shore of Annette Island. Here a warm greeting is given by "Father" Duncan, who will conduct the party through an interesting inspection of training school, stores, sawmill, cannery and library, industries owned and operated exclusively by Indians, and in the great church listen to a few words by Mr. Duncan, whose devotion has made this community of a thousand Christian souls from what was formerly a savage horde.

From Metlakahtla the trip continues northward to Juneau, 900 miles north of Seattle. Before reaching there a view is had of the pictureque Taku and Windom Glaciers, situated closely together in Taku Inlet. The bold vertical

Looking towards Lake Union, Alaska-Yukon-Pacific Exposition

frontage of Yaku Glacier is over 200 feet high and a mile wide. The ice is of a beautiful intense blue glacier that no other glacier possesses. The front reaches into fifty fathoms of water and is continually discharging bergs with thunder-like roar.

Juneau, like other cities on the Southeastern coast, has enjoyed a steady growth for years past, and is the principal business center of that section of the district. Juneau has daily newspapers, banks, an opera house, electric lights, modern hotel buildings and merchandise stores where large stocks are carried. Juneau has a population of about 2,500 people, and is one of the oldest cities in Alaska. It is a mail distributing center for points to the westward, and small steamers run from there to Sitka and Skagway and points on Lynn Canal. There are extensive mining operations in the vicinity, and the quartz properties are rich. Juneau is also the capital of the Territory, where are located the Court House and other Federal buildings.

Just across from Juneau is Douglas Island, upon which is located the largest quartz mills in the world. Here at Treadwell, the Editors will see nearly 1,000 stamps in operation, pounding out gold. No trip to southeastern Alaska is complete without a visit to this very interesting mine. A glance down into the "glory hole," an enormous pit in the mountain, and the mine workers will be seen scattered along

Spirit of the North, Alaska-Yukon-Pacific Exposition

the precipitous sides putting in shots for the great blasts that go off with a report like the loudest peals of thunder.

Thus far the "Northwestern"has sailed through what is termed the "inside passage". It will prove to be one continuous and ever-changing panorama of pine clad hills, towering snow capped mountains, countless islands, wonderful glaciers, fjords, and beautiful cascades leaping into the sea. The scene is enlivened by numerous whales playing here and there, and schools of sportive porpoises racing with the ship and crossing her bow, now to the starboard and then again to the port.

But after leaving Treadwell the steamer will turn off to the westward, passing out through Icy Strait and Cross Sound into the open ocean. It is about thirty hours run across to Cape Hinchinbrook. The ocean trip will be a novelty and a great attraction to many of the party, and the scenery to the westward is worth crossing a sea to see. The coast line to the north, while the ship is crossing from Cross Sound to Prince William Sound, is composed of a most magnificent, rugged chain of mountains, including Mt. St. Elias and Mount Wrangle (the latter a smoking volcano), inlaid with numberless glaciers, including the great Malaspina Glacier, one of the largest, if not the largest in the world.

An idea of the grandeur of the scenery of Prince William Sound can be gained by this comparison. The "inside pas-

sage" to southeastern Alaska is along and through the edge of a mountain chain. Prince William Sound and its various and numerous channels and bays cut right into the heart of a range of high mountains.

The first big town reached will be Cordova, the sea terminus of the Copper River and Northwestern Railway, which

Spirit of Pacific Fountain, Alaska-Yukon-Pacific Exposition

is being built by way of the valley of the Copper river to the Yukon and tapping enroute the valleys of the Tanana and White rivers, with branches, to the coal and oil fields at Kayak and the extensive copper mines of the Chitina. This is one of the newest, but most progressive of growing and modern Alaskan towns.

When the "Northwestern" enters the port of Cordova the editorial excursion party will be greeted by M. J. Heney, the famous rapid railroad builder, and other officials. A special

Sitka, in the land of the Midnight Sun

train will be in waiting to give the party the thrilling experience of a ride 56 miles long over an interior Alaska railroad, that is being constructed at a cost of many millions of dollars, and is to be extended an additional 150 miles this year. The railroad passes directly in front of two immense glaciers, the Miles and Childs Glaciers, and through Abercrombie Canyon.

Valdez, the next port, is a well settled town, built at the very foot of an immense glacier. Stages operate from here during the winter season to Fairbanks. It is a supply source and starting point for miners and operators who are developing the great copper deposits over the mountain range.

Latouche and Ellamar are small mining towns where short stops will be made.

The next port is Seward, a railroad terminus. From this point the Alaska Central railroad is building northward to the Tanana river, fifty miles of road now being in operation.

A short run to the westward from Seward and the "Northwestern" party is landed at Port Graham on Cook Inlet, the transfer point between ocean steamers operating from Seattle and smaller steamers operating on Cook Inlet. A start is then made on the return trip, with stops at most of the points previously visited.

EXCURSION ITINERARY.

Leave Seattle 10 A. M. July 24th.
Call at Metlakahtla July 26th.
Call at Ketchikan July 26th.
Call at Taku Glacier July 27th.
Call at Juneau July 27th.
Call at Treadwell July 27th.
Call at Cordova July 29th.
Trip over new Copper River Railway out of Cordova July 29th.
Call at Valdez July 30th.
Call at Latouche July 30th.
Call at Seward July 31st.
Call at Port Graham July 31st.
Call at Columbia Glacier August 1st.
Return to Seattle with stops at Seward, Latouche, Valdez, Ellamar and Cordova, reaching Seattle about August 12th.

NOTES.

Regular fare for above trip to Alaska $110. N. E. A. delegates pay for each ticket $60 cash and give $50 in descriptive writeup of the trip. This rate includes transportation, meals, berth, excursion on Alaska railroad and all necessary expenses.

Headquarters in Seattle—Washington Hotel.

Business Sessions—Assembly Hall, Chamber of Commerce, Central Building.

Addresses of Welcome—Hon. E. M. Hay, Governor of Washington.

Hon. John F. Miller, Mayor of Seattle.

J. E. Chilberg, President A. Y. P. Exposition.

Kenneth C. Beaton, President Seattle Press Club.

Entertainment at Tacoma by Tacoma A. Y. P. Exposition Committee.

Entertainment at Victoria by Vancouver Island Development League.

Entertainment at Exposition by Department of Exploitation A. Y. P. E.

Arrangements at Seattle under direction of Seattle Press Club.

WILL A. STEEL, CHAIRMAN.
CHAS. ALF. WILLIAMS
EMMETT C. BROWN
FRANCIS P. GOSS
J. P. PARKINSON
JAMES A. WOOD
E. B. YANDEL
Committee of Arrangements.

AMONG THE ASSOCIATIONS

"IN UNITY IS STRENGTH"

THE Illinois Daily Newspaper Association which held its convention at Springfield, Ill., on May 18th and 19th, made a radical advance in the adoption of a set of resolutions to appear as an appendix to their constitution and by-laws. It is the first action of this kind by any association of newspaper publishers. The resolutions adopted, are only the beginning of a regular code to provide for more uniformity of action on many mooted questions in the newspaper business.

These resolutions demand absolute adherence to rates with no secret rebates, concessions, free space, or gratuities of any kind. An extra charge for special position under any and all circumstances. The elimination of objectionable phrases in medical advertisements. Designate railroad time tables as advertising matter to be paid for and not free space. Declare against personal attacks in their advertisements of one advertiser upon the name or business of any other advertiser or other person. Disapprove the practice of any newspaper publishing the name of its competitors in comparison of the number of inches of advertising carried, or in any other manner discourteous to its competitors. Declare that advertisers are entitled to a full knowledge regarding the circulation of any and all newspapers, how and when they are distributed, etc. Demand that in the examination of circulation by any association, or for any other purpose that the examination shall be made by at least two persons, one representing the examiners and the other the newspaper with provision for arbitration in case of dispute. Declare against the so-called return privilege of unsold copies. Demand the elimination of the press or publicity agent and they cover a number of good ideas all in the right direction.

The officers are H. M. Pindell, *Peoria Journal*, President. Verne R. Joy, *Centralia Sentinel*, Secretary.

* * *

The Oklahoma Press Association held a very successful convention at Claremore, on May 14th and 15th. The Altus *Times* says:

The meeting was called to order by President P. P. Duffy of El Reno, Friday morning, in the auditorium of the athletic building, a splendid structure which would do credit to many a larger town than Claremore. His opening remarks were responded to by Mayor Mood in a cordial address of welcome, John Golobie of Guthrie speaking in behalf of the Association. T. L. Brown, district judge, also welcomed the visitors in a splendid speech, and President Duffy then delivered his annual address. Adjorunment was taken until after dinner.

Harry Gilstrap being absent, the time he was to have put in on "A Year's Experience of Joint Statehood," was given over to the editor of the *Altus Times*, who discussed the unfair and exorbitant freight rates from Wisconsin mill points to Oklahoma, and also existing locally within the state on printers' material. Sidney Suggs, of Ardmore, discussed the two main essentials in the making of a newspaper—"Brains and Money"—in an address which kept the entire audience in a roar of laughter. "Government Stamped Envelopes" was the theme of U. S. Russell of Shawnee.

At night an elaborate ball, banquet and reception were tendered the visiting newspaper men by the hospitable people of Claremore at the Athletic building, which had been transformed into a veritable bower of beauty by the deft fingers of the ladies.

It is impossible to give the second day's program in detail, but much that was profitable and interesting to the members was gone through as outlined. As most of the editors had to leave at 12:45 for home, much of the program and a large part of Claremore's entertainment had to be cut short. This included the fish fry by Geo. Wible at a lake eight miles south of town, which everyone regretted much to miss. The election of officers for next year resulted as follows:

U. S. Russell, Shawnee, president; J. P. Renfrew, Alva, first vice president; Mrs. A. L. Cates, Claremore, second vice president; Horace W. Shepard, Altus, third vice president; Edgar Bronson, Thomas, secretary-treasurer; Sidney Suggs, Ardmore, national committeeman.

Resolutions adopted demanded that the government cease its unfair competition with the country printers by furnishing stamped envelopes at less than the cost to the printer of an unprinted envelope of equal grade; and called upon our representatives in congress to support measures now pending for the abolishment of this evil. Equalized freight rates were demanded of the Oklahoma corporation commission. The people of Claremore, officers of the association were thanked, and the historical society endorsed.

* * *

Spokane, May 8, 1909.—Sixty-four representative newspaper men of eastern Washington, British Columbia, Idaho, Oregon and western Montana met here today and formed the "Inland Empire Press association," electing the following officers:

Eugene Lorton, Walla Walla, president; Arthur Hooker, Spokane, secretary, and C. A. Froesman, Lewiston, treasurer. The organization is formed to boost for the sections they represent.

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PORTLAND, ORE., JOURNAL, MAY 16, 1909.

The annual meeting of the Women's Press Club was held yesterday afternoon at the residence of Mrs. R. A. Marshall, of 658 Multnomah street, at which members only were in attendance. Reports for the past year were read and officers elected for one year. The following officers were chosen, the former officials declining to serve another term, believing in the club principal of rotation in office: President, Mrs. M. L. T. Hidden; vice-president, Mrs. Lucia Faxon Addison; corresponding secretary, Mrs. Julia LaBarre; recording secretary, Mrs. John E. Aitchison; treasurer, Miss L. G. Richards. County vice-presidents to represent their sections in the state organization were selected as follows: Multnomah, Mrs. Emma Sekle Marshall; Clackamas, Mrs. Eva Emory Dye; Lane, Mrs. Lichen M. Miller; Clatsop, Dr. Owens Adair; Jackson, Mrs. M. G. Worrell.

* * *

THE MISSOURI PRESS.

The Missouri Press Association had a successful convention at Fulton, May 12th, 13th and 14th. The opening session was held Wednesday evening and a hearty welcome was extended by the Mayor, to which President Childer fittingly re-

sponded. Hon. Ewing Herbert of the Brown County *World* of Hiawatha, Kansas, furnished the literary part of the program in an eloquent speech worthy the occasion.

DOING JOB PRINTING.

A number of instructive papers were presented, discussions had and questions answered, Thursday and Friday. Among the rest there was an able paper by Dean Walter Williams of the School of Newspaper Making of the University of Missouri. It was in the form of a report of the first years' work by the school. He made a very satisfactory showing. This paper is published in full elsewhere in this issue.

Mr. R. E. Douglas of the Charlestown *Enterprise,* treated, in a practical and helpful manner, that important branch of business to almost all newspaper establishments in cities of a population of five thousand to two hundred thousand, where the two branches of business are nearly always combined, that of "Doing Job Printing." Mr. Douglas said that he had found that "nothing makes a printing office show up better than to have everything neat and tidy—a place for everything and every thing in its place." Among the other necessities to success, next to orderliness, he placed "saving of time; keeping in stock a good grade of paper, plenty of type, sufficiently large fonts, if fewer of them, an abundance of furniture and reglets, rules, leads and slugs, cut to measure demanded, good paper and good ink etc." He said:

All you need to successfully compete is a good grade of paper, enough furniture, leads and slugs to do your work, and of course you need type, but not a foundry, and then a printer and pressman who know how to keep things in order and who also know how to turn out neat work on time. The neatness of a job depends more upon the pressman than the compositor.

Philip Ganz of the Macon, Mo., *Republican,* read a paper on the "Selling of Ad Space." He said among other things:

The most potent factor in soliciting and securing and retaining a good advertising patronage is the publishing of the best newspaper you can get out each week. The better the news part of the paper, the greater will be the demand for space in its columns for advertising. So I say, make it your chief aim to get out the best possible newspaper in your field. Don't make the largest possible revenue from your advertising columns your main object. First of all get all the news and make all else secondary to making your paper as valuable as possible to your subscribers The more you succeed here the more anxious the advertiser will become to have space in your paper.

Proper attention to make-up, neat and attractive display and generally clean and clear print all count.

NO FRONT PAGE ADS.

Avoid creating the impression that you are publishing a paper in order to sell advertising space. In fact and in all appearances let it be clear that you are getting out the paper in the interest of your subscribers. Let the advertiser understand that the news features and the interests of your readers are paramount. Without being cranky. don't let the advertiser dictate. For instance, it is a good thing to reserve your front page for reading matter and refuse to run any advertising on this page. Live up to it and it will make your paper more attractive and the advertiser more anxious to have a space in its columns. And having a good newspaper and a valuable advertising medium, do not cheapen it by accepting advertising at a rate that does not leave you a reasonable profit above cost of space printed. Don't cheapen your paper by the unwise generosity of publishing for nothing what ought to appear only as paid-for advertising. Every line of type that goes into your paper ought to be in one of two classes. Either the matter should find space upon its merits for its news or literary value, and if not in this class, it ought not to be published except as paid-for matter.

CHARACTER OF ADVERTISING.

Another "don't," and one of importance: Be particular as to the character of the advertising that you accept. Don't take everything offered, even if sure of cash payment. The best class of advtrtisers and the ones you most want are very apt to be impressed unfavorably with your paper if a few questionable or objectionable advertisements have gotten into its columns.

Mr. Ganz advocated a simple scale of advertising rates and gave the following as one that he had used successfully, on space to be used within twelve months:

First	50 inches	at 20	cents
Next	50 inches	at 18	cents
Next	100 inches	at 16	cents
Next	200 inches	at 14	cents
Next	600 inches	at 12½	cents

Mr. Ganz wisely argued in favor of being on friendly terms and co-operating with competitors for mutual good, and that of the community, city and county.

STUDENTS OF SCHOOL OF JOURNALISM PRESENT.

One of the interesting features of the convention was the presence of thirty students of the Missouri University School of Journalism, headed by Dean Williams. These students had an opportunity of finding out how much there is to be learned in the calling of newspaper making by listening to the papers, and discussions, the questions and answers by men who had been in the calling from ten to forty years and were earnestly endeavoring to master the details of the business and to teach one another the way, and how to solve difficulties that constantly arise. These students will have the advantage over those who have had to learn the whole in the very difficult and costly school of experience. They will enter the business with the rich knowledge and experience of the men who teach from both long study and experience that have brought success. Their presence brightened up the sessions and awakened a new interest in the ranks of the veterans on the program.

The work at the school for the past year had given the students such an earnestness, such a desire to know, as to make them most pleasing auditors. Their work on the paper, the *University Missourian,* published for their department as a sort of laboratory of newspaper-making, has also shown that they possess the proper ability and zeal in the work The success has been such that the paper is to be taken over next year by the students. to be run as a student daily without any cost or charge to the State or the University. In this connection the following at the head of the first column of the first page of the *University Missourian* of May 19th will be of interest to all newspaper makers as showing the school's usefulness:

The *University Missourian* will appear next year as a student daily under the editorial control and financial management of the students of the School of Journalism.

The success of the first year's work in the school has been such as to warrant the students undertaking on their own account and responsibility the publication of a daily newspaper. This will make unnecessary the publication by the university, as during the present year, of the *University Missourian.*

Nine directors were elected by the students of the school at their meeting last night in Academic hall. The first board of directors is: Harry E. Ridings, Meadville, Mo.; F. W. Cooke, Healsburg, Cal.; J. B. Powell, Quincy, Ill.; Charles A. Harvey, Maysville, Mo.; Gordon Fisher, Helena, Mo.; E. R. Childers, Troy, Mo.; Herman Hoelke, St. Louis, Mo.; J. F. Williams, Joplin, Mo.

This board will have general control of the *Universtiy Missourian,* and will be responsible on behalf of the students of the school for its publication and the direction of its policies.

The directors of the newspaper are to be chosen annualy by the students on the second Monday in May of each year. Of the nine directors at least three at each annual election are to be chosen from the retiring board.

* * *

THE ARKANSAS EDITORS.

The Arkansas Press Association has been very successful in its recent conventions by reason of the practiccal methods adopted to secure an interest and to render the sessions useful as well as successful. Last year a number of valuable prizes were given for a variety of different lines of job printing and newspaper work.

This year the convention was held at Fort Smith and the Press Club of that enterprising city raised and expended $800 for the enjoyment, entertainment and improvement of the editors in the way of filling them up with new ideas as to how to build up a town. The *Western Publisher,* coming out, as it does, every week, got the lead on us in giving an account of this convention, but then we do not seek to be a newspaper for editors but rather a technical or professional journal for printers, publishers and newspaper makers, to teach the practical things for those in these useful callings—better and more profitable methods, the successful ways, through discussions, papers and related experiences; the obligations, ethics, rights, equities; the duties, relations, and usefulness to individuals, to the industries, worthy institutions; to education, local improvements, to politics and religion, to the community, city, county and state and Nation, in the giving and interpreting the news and forwarding all worthy undertakings for higher productiveness of fields, shops and factories, better, more equitable, profitable and increasing trade or commerce. We believe, too, that no printer, no publisher and no editor does justice by himself or his calling who does not take, read and so far as possible, study the publications devoted thereto. The man who seeks only to exist, who does not intelligently and persistently endeavor to improve, to be useful and who is not actuated by the desire which we used to hear so frequently expressed in Methodist class meetings by the brothers and sisters; God bless their memories—"to so live that the world may be better for *their* living in it," are unworthy to live and better never have lived at all. Whoever lives with no efforts for doing good is sure to be found at best a mere cumberer of the ground and is generally a doer of evil—an active agent of the genius of wickedness, whether called the Devil or unnamed.

Well, we did not intend to sermonize, just here, but let it stand. There is an education in all news and we can not reach all the associations directly, so we are glad to give the following, as to the work, and incidents as to the lives of the Arkansas Editors—with whom we met at Texarkana and of whose conscientious devotion to the calling we learned over twenty years ago—as recorded in the *Western Publisher* of May 19th:

J. B. McDonough, for Mayor Johnston, delivered the address of welcome to the representatives present. He complimented the newspapers, and said they were all interested in the upbuilding of this great state, in the development of its resources and its general prosperity, in building for the right and the tearing down of the wrong, and bade the visitors welcome to Fort Smith.

W. B. Folsom of the Brinkley *Argus,* responded on behalf of the association and said the newspaper men regard Fort Smith as the warmest proposition on the map when it comes to doing things. He said the papers were keeping tab on the growing city that was out of debt and had $80,000 in the treasury.

W. W. Folsom of the Hope *Gazette,* moved that the public generaly and the ladies especially be tendered an earnest invitation to attend all the metings of the association. The motion was adopted unanimously.

Col. Adam Clark, the nestor of Arkansas journalism, accompanied by his wife, was one of the prominent figures of the press meeting. Mr. Clark has been continuously in the newspaper business in Arkansas for 52 years and holds the record for the longest continuous service in the state. In 1856 he bought and published the *Southern Standard* at Arkadelphia. Mr. Clark is 74 years of age, and is hale and hearty.

W. W. Folsom of the Hope *Gazette,* is another one of the "boys" of the association. He has owned and edited newspapers in Arkansas continuously for 31 years, his labors beginning at Brinkley, where he edited the *Times.* Mr. Folsom has for many years owned and edited the *Gazette* at Hope.

Claude Colburn of the Ozark *Democrat,* with his wife, were among the members of the association in attendance. Mr. Colburn has grown gray in the service, but apparently is good for a number of battles in the newspaper field yet.

Another veteran of the association is S. B. Baird of the Ashley County *Eagle.* He has been the editor of the *Eagle* since its inception. The first copy, printed at the close of the war was published in Monroe county, Alabama, under the head of *Monroe County Eagle.* In 1877 Mr. Baird moved to Eldorado, this state, and there published the Eldorado *Eagle* until 1888, when he moved to Hamburg, the paper being rechristened as the *Ashley County Eagle.* For 40 years Mr. Baird has published the *Eagle,* has prospered, is a good citizen and a splendid newspaper man.

The home of W. B. Folsom of the Brinkley *Argus* was blown away in the recent cyclone which did so much damage there, entailing a loss of $2,000. Mr. Folsom will rebuild at once.

The Wednesday session of the association was called to order in the circuit court room at ten o'clock by S. B. Baird of the Ashley County *Eagle.* E. R. Steele, pastor of the Central M. E. Church, opened the session with prayer.

Hon. O. C. Ludwig, secretary of state, one of the old-time newspaper men of the state, was the first on the program, his subject being "Recollections of Former Press Meetings." He met with an enthusiastic reception.

A resolution was unanimously adopted asking the Arkansas representatives in congress to use their influence to have stopped the practice of the government of furnishing printed envelopes to the business firms of the country, as it was a losing game for the government and took legitimate business from the newspaper and job printing firms.

W. W. Folsom, P. S. Carden and C. C. Colburn spoke in an interesting manner on "Reminiscences of the Arkansas Press Association," and their remarks were greatly enjoyed.

A particularly interesting paper on the "Relation of the Newspaper to the Development of Arkansas" was read by J. H. Hand of the Yellville *Echo.*

R. C. Hite, as the oldest practical printer and editor in the state, was elected as an honorary member of the association.

The editors got to work early Thursday morning and put business through with a rush, as nearly all of them expected to go on the excursion over the railroads of the state.

The first order of business was the appointment of the committee on legislation, which is Frank Robbins of Conway, chairman; H. R. Lucas of Star City and A. M. Ward of Clarksville.

The election of officers was the next order of business. There was a spirited contest for the office of president, the candidates being S. B. Baird of Hamburg and J. H. Hand of Yellville, the ballot resulting 18 for Baird and 17 for Hand.

R. E. Bradford of Lonoke was elected first vice-president by acclamation.

The following officers were chosen by acclamation: Arthur Livingston of Russellville, second vice-president; J. H. Hand of Yellville, third vice-president; Earl Hodges of Little Rock, corresponding secretary; T. R. Pound of Danville, recording secretary; P. S. Carden of Malvern, financial secretary; Miss Meah Merritt of Fayetteville, poet.

A resolution of sympathy was unanimously extended W. B. Folsom of the Brinkley *Argus*. Mr. Folsom met with serious loss in the recent cyclone which devastated Brinkley.

The veteran members of the association pronounced the banquet at the Casino the finest ever tendered the editors of Arkansas by any city. One of them stated it was faultless, in menu, appointments, decorations, toasts and location.

LOUISIANA. EDITORS.

The Louisiana Press association held a most successful three days' session at Covington, La., May 4, 5 and 6. The editors were together really four days, for on their return from Covington via New Orleans they were treated to a most sumptuous breakfast by the *Times-Democrat* at New Orleans at the St. Charles hotel, and in the afternoon visited in a body the new battleship Mississippi, which had been anchored at the wharf shortly after four o'clock the previous evening.

During the meeting, excursions were taken by trolley, steamer and rail to Mandeville, Houltonville and Bogalusa and especially enjoyable was the trip on beautiful Lake Ponchatrain from Mandeville to Houltonville, where the Houlton Bros. entertained the editors in a lavish manner to one of the most delightful feasts of the occasion. The visit to Bogalusa gave the editors the oportunity to see the largest sawmill in the world and the banquet and other features of entertainment extended by the Great Southern Lumber Company will long be remembered.

The three days' session concluded with the banquet at the Southern hotel at Covington, given by the citizens of Covington and a most elaborate spread it was. Secretary L. E. Bently of the Press association acted as toastmaster and the speeches that followed the feast were all appropriate and entertaining.

Especial mention must be made of the untiring efforts of W. G. Evans, chairman of the Covington reception committee, to make the Covington meeting the enjoyable success that it was.

Officers were elected for the ensuing year as follows: President, E. D. Gianelloni, Napoleonville *Pioneer;* first vice-president, Robert Roberts, Jr., Minden *Democrat;* second vice-president, Mrs. Lottie Aite Weir of the New Orleans *Daily States;* secretary, L. E. Bentley, Donaldsville *Chief;* treasurer, Albert Bienvenue, St. Martinville *Messenger.*

Opelousas was selected as the next place of meeting.

The resolutions adopted included in addition to those condemning the printing of return cards on evelopes by the government were as follows:

"That we heartily endorse the educational campaign now being carried on by the Louisiana Anti-Tuberculosis league, promising it our support and assistance in the dissemination of information for the prevention of the spread of the white plague.

"That we would ask the state board to enforce a strict compliance with the law requiring the gathering of vital statistics in the country parishes."

The association agreed to the plan of appointing a comittee of five to act as a sort of clearing house for the newspapers in the smaller towns in the staate, to fix advertising rates, see to all contracts and attend to the collections of the same. Several other of the state press associations have adopted this plan of handling the patent medicine advertisements and other kinds and found that the idea works successfully in every way. The committee as appointed by the president was as follows: C. J. Lecoq, New Roads, chairman; Elrie Robinson, St. Francisville, F. J. Whitehead, Port Allen; J. T. Payne, Dodson, and James von Lotten, Donaldsonville.

Charles E. Schwing of Plaquemine, publisher of the Iberville *South* and chairman of the libel committee, submitted a comprehensive draft of a new law to be recommended to the state legislature embracing, as he says, many of the best features of the libel laws of other states, and after some discussion it was referred back to the committee for certain amendments, then to be printed and mailed to every member for his perusal and investigation before the next meeting.

A FOURTEEN MILLION DOLLAR PRINTING CONTRACT

A copy of the Akron, Ohio, *Daily Times* of May 17th, has reached this office and contains an announcement of a printing contract, awarded to the Werner Co., of that city, that probably has never before been equaled in all printerdom since the world began. The contract is for $14,000,000, for the manufacture of a series of books of a national historical character. The *Times* says:

Only once before in the history of any book-making concern on the American continent was a book manufacturing contract closed involving a sum so large as $2,000,000. This was done by the Werner Co. of this city in 1893.

During the past years, new machinery and new facilities of various kinds have been continuously added to the local plant, making its equipment adequate for the undertaking of a work of such an enormous character.

While ordinarily it is extremely difficult to obtain from the Werner Co. any statistics regarding the volume of the company's business, the immensity of this contract is so marked that Akron people will be much interested to learn what a book manufacturing contract of this magnitude means.

The following will constitute some of the requirements:

1. There will be five million volumes of books, each of about 1,000 pages.

2. Twenty millions of pounds of book paper, of high-grade, will be required, which is equal to about 650 carloads.

3. Five millions of pounds of book-binders' boards will be required, which is equal to about 170 carloads.

4. One million of full animal skins will be required, which implies the slaughter of one million heads of cattle, equal to about 100 carloads of leather.

5. Five millions of sheets of wrapping paper will be required, equal to 30 carloads.

6. One hundred thousand pounds of ink will be required, which is equal to 4 carloads.

7. Twenty millions of leaves of pure gold will be required to embellish the covers and edges.

8. Fifty carloads of other miscellaneous supplies, not enumerated, will also be required.

9. 400,000 large wooden boxes will be required to pack and ship the books, representing four millions of square feet of lumber, or about 260 carloads of lumber.

10. The total number of carloads of raw material required to execute this contract will be 1,300; or, in other words, 42 trains of 30 cars each.

11. If one of the largest printing machines of the Werner Co. would be obliged to execute the printing of this tremendous contract it would require this machine, at the rate of nine hours a day, to run for 16,000 working days; or, in other words, for about 51 years.

A DAKOTA HOME COMING.

R. E. Dowdell, a well known member of the N. E. A., and Past-President of the South Dakota Press Association, has been chosen chairman of the Board of Publicity of the joint Home Coming for the States of North and South Dakota to be held at the city of Aberdeen, South Dakota, June 16, 17 and 18, 1909.

It is expected that this will be one of the largest gatherings ever held in the State. The gathering has a triple purpose. First to bring back the one-time residents of Dakota Territory, now residents of other States. Second to bring together the citizens of North and South Dakota, who were residents of the territory at or prior to division, and third, to celebrate the 20th anniversary of division and statehood.

The city of Aberdeen, through its enterprising Commercial Club, is making great preparations for the meet. With its splendid new hotels, the open hospitality of her home-owners, access to her school and other public buildings, and the use of the tents and other paraphrenalia of the state militia, all who come will be well cared for. The press of both States is taking an active interest in the gatherings, and many members of the National Editorial Association will give it friendly mention. A press headquarters will be open in the city during the three days, and a royal welcome will be given all members of the South Dakota Press Association in the city on those days, which would give the members a grand chance to meet old-timers.

Reduced rates have been secured on all lines and will be in vogue on those dates. These home-comings are getting to be very popular gatherings, and Dakota citizens have got the "push" to make the Aberdeen meeting this month a grand success.

THE COMMON SENSE PARTY

Here is the basis of the common sense party: Cheerfulness, courtesy, kindness, industry, health, patience, economy.

There are two ways to live—just two—one right way and one wrong. If your life benefits humanity you are on the right track; but if you are a bother,a worry, a menace and a burden to the world you are on the wrong route and will soon be "up against it.'

Everybody and everything will have it in for you, because you will have it in for yourself. Then, when you begin to repine, your bodily health will wane, and inertia and weakness will seize you hand and foot.

Weakness is the only slavery. Freedom is the supreme good—freedom from self-imposed limitations.

It is the law of nature that the world helps every person who is trying to help himself. If you want to be well and strong, work with nature, not against her, and she will make you well and strong and keep you so, barring collision with a benzine buggy. Nature is on your side, if you prove that you are on hers. Ye should always be in partnership with nature.

If you are sincerely trying to do your share of the necessary work of the world, nature will reward you with honors, money and power.

Keep goodnatured. Do not look for slights or insults. If you can't get the job you want, then take the one you can get. The only way to get a big place is to show that you are not ashamed to fill a little one.

Common sense folks do not borrow trouble—or small sums of money, anticipating pay day. They live within their means, pay their debts, accept what comes, and are thankful that things are not worse.

They are cheerful losers, and cheerful losers are always winners.

Folks who belong to the common sense party, are healthy, hearty, happy and always have all the money they need—even it not all they want. They attract confidence, love success, and they succeed because they just can't help it.

Common sense culters know that every duty well done makes the next duty easier to do. They also know that folks who never do any more than they get paid for, never get paid for more than they do.

Come, get in line and join the common sense party! Be one with the people Kipling tells of, who do their work and hold their peace—a part of the time, at least.

Are you with us?

If so, open a saving bank account and deposit the dues of the common sense party—a dollar a week or more to your own credit—and watch the account grow. It is yours. Remember, you are the center of your own local center, also its president, secretary and treasurer. You are the captain of your soul. However, you are always to give the high sign and co-operate with all other common-sense party centers, knowing full well that you can only help yourself as you help others.—*Trade Review, N. Y.*

WANTS THE CITY DESK DEPARTMENT REVIVED.

To the Editor, National Printer-Journalist, Chicago, Ill.

Dear Sir:—I have been a subscriber, through a bookseller, to your valued journal for some years. It is brimful of features of interest, but there is one feature or department that I miss—"The City Desk," I think it was called, by Will Owens. It was a most useful newspaper work, and I have written to you in the hope that you may be able to revive the department or give us something on the same lines. Failing that, perhaps you can give us a report of a lecture on paragraph writing or leader writing, illustrated by examples of actual work. You were good enough to act on a suggestion of mine on model papers some years ago—hence my boldness in writing to you now. Of course, you have the schools of journalism, but then we can't all reach them—there are none in this Dominion.

I remain, yours sincerely, John Ward.

We are going to try to comply with the request of our New Zealand friend. The department was discontinued because there did not seem to be sufficient interest awakened thereby, but there is now much more attention being paid, than was the case a few years ago, to the subject of better newspaper methods, writing and work. This is in a measure evidenced by the splendid success of departments of journalism in the state universities. There is need for improvement.

—*The Editor.*

LIVING UP TO THE CONSTITUTION AND BY-LAWS OF THE N. E. A.

Sturgeon, Mo., May 29, 1909

Mr. B. B. Herbert,
Editor National Printer-Journalist,
Chicago.

Dear Sir:—

Replying to your letter I send you one from Treasurer Curtis, who says I sent him the first check to pay per capita tax of delegates.

You ask for names of delegates. Our president appointed five. You know Missouri pays for delegates named whether they go or not. We believe this is right. We are willing to pay our part always. If delegates appointed do not go we will select others in their places. Pres. H. F. Childers at the last meeting held at Fulton, appointed delegates as follows:

S. A. Clark, Republican-Record, Carrollton
E. L Purcell
W. W. Waters, Southeastern Missourian, New Madrid
Lewis Moore, Telephone, Hume
Ovid Bell, Fulton

Yours very truly,
Omar D. Gray.

The manufacturers of the Boston Wire Stitcher (see advertisement on another page) have now ready, for the No. 3 size, a work-table extension, which makes available the entire space back of the regular work table. The American Type Founders Company, selling agent, will forward, to those interested, literature descriptive of these excellent wire stitchers.

A. F. Wanner & Co., Chicago, have been appointed selling agents for the Scott Drum Cylinder, in the states of Michigan, Indiana, Illinois, Wisconsin, North Dakota and northern Minnesota.

Do you trade with our advertiser, Wesel? If you do not, it is probably because you seldom see a salesman from Wesel's. Wesel's salesman are all experts and work mainly on definite propositions. They are not drummers, but rather advisers and planners. However, as to salesmen, it must be remembered that the printer pays for everyone of them. The more of them who tell you the latest story and pass you a cigar the higher the tariff is to you. It is figured in the price, or is often substracted from the quality. The reason that Wesel quality is the best quality is that it is all there, and not in the salesman's expense books. What you want is value and not to pay for what is in the expense books of the genial salesmen. If you send a few orders to Wesel you will only be in danger of getting the Wesel quality habit and losing a few of the salesmen's cigars. Send for Wesel's catalogue—it, too, is different from the average catalogue in its contents. Wesel makes composing sticks, galleys, brass rules, bodkins, tweezers, and everything in the material line up to automatic, self-inking, self-feeding proof-press. To know what Wesel is doing is to be in line with the elite of printerdom.

A BOOK EVERY PRINTER SHOULD BUY.

For the asking you can have a 246-page book containing all the new type faces, borders, ornaments and decorative materials produced during the past three years by the leading type foundry of the world. It leads not only in output but, more important, in the beauty and utility of its type faces and designs. Everything in this exceedingly attractive book is new—everything is original. For fifteen years it has been the world's leader of type fashions. Its specimen books are the only ones in which the printer finds nothing but originality. It has kept many of its esteemed competitors so busy making colorable imitations of its type designs that they have found little time in which to be original.

The principal Specimen Book of the American Type Founders Company was issued in 1906. It is entitled "American Line Type Book," and has 1181 pages. This Supplement does not in any wise traverse or duplicate the main book, except when series have been considerably enlarged since 1906. Both books are absolutely essential to the equipment of an up-to-date printer or advertising manager, and may be procured from any branch of the Company.

We are particularly impressed with the snappy character of the ornaments, borders and decorative material, all cast in type moulds, some of them the largest ever cast on type machines. There are several brand new series, ranging from the most delicate to the most masculine. Many Gothics and Antiques are shown, but all entirely remodelled and made wonderfully attractive.

Many of the new type designs are exhibited in practical forms in a most attractive manner, affording a treasury of ideas to both compositors and advertising men.

This Supplement again convincingly proves the superiority of the American Type Founders Company's product, especially in the most essential quality, that of handsome and original designs of the greatest range of utility.

The record of the Acme Staple Company of Philadelphia has been one of progress, growth and improvement. The products of the company, staple binders and wire staples, have become "staple" to the trade and are handled by all dealers in printers' and binders' machinery, material and supplies. An enormous increase in the business of the factory has demanded better accommodations and more room for the necessary improvements and enlargement of the plant in general, and on this account the Acme Staple Company, Limited, has moved from its long-time location to 112 North Ninth Street, Camden, N. J. In this, the recent tendency of manufacturing industries, to get out of the conjested centers in our large cities, has been followed.

WESEL AND WESTINGHOUSE.

In connection with the introduction by the F. Wesel Manufacturing Co., of compressed air for operating Matrix Drying Tables and electricity for heating them, a marked advance in the stereotyping art, it is announced that the Wesel Company has combined with the great Westinghouse Company of Pittsburgh in the manufacture of Matrix Drying Tables, the Westinghouse Company supplying its patented electric heating apparatus exclusively to the Wesel Company for this purpose. The superiority of the Westinghouse electric heating apparatus is admitted and has caused other manufacturers of Matrix Drying Tables to state that they can supply the Westinghouse apparatus to their tables. This, we are authoritatively informed, they cannot legally do.

Last year the American Type Founders Company made a large addition to their central plant at 300 Communipaw Avenue, Jersey City, and contracts have just been awarded for still another addition, which is to be completed ready for occupancy in September. This is already the largest and most complete type founding plant in the world and this latest addition has been made necessary by the growth and increase of business. Printers visiting New York will find much of interest to repay a trip to this foundry, which is only fifteen minutes from New York via the Liberty Street Ferry and the Central Railroad of New Jersey to Communipaw Station. The Typographic Library and Museum contains books and records pertaining to typography, typefounding and printing of value to everyone interested, and the collection includes many rare volumes.

POST OFFICE RULINGS.

On account of a ruling by the Post Office authorities we were not permitted to mention the name of the paper used for printing our insert in the May issue, showing our Doubletone Cameo Brown and Doubletone Cameo Green. On application either to us or Messrs. S. D. Warren & Co., Boston, Mass., the required information will be given.

SIGMUND ULLMAN CO., N. Y.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EMPIRE LINOTYPE SCHOOL, 419 First Avenue, New York. Established 1906; $16,000 equipment; Technical School exclusively. Get our remarkable offer.

EDITORIAL WRITER, otherwise employed, would contribute to independent paper, regularly or as desired, at nominal price. Any amount; typewritten copy; always on time. Address, "G," care NATIONAL PRINTER-JOURNALIST.

WANTED—TWO-COLOR PRESS, TAKING SHEET not less than 42x56. A. F. Wanner & Co., Printing Machinery, 342 Dearborn St.

FOR SALE—40x52 HUBER LATE STYLE. NOW IS YOUR chance to get a bargain; also a 46x62 two-color with motor and feeder. Address, K, National Printer-Journalist.

COMPLETE ELECTROTYPE PLANT FOR SALE; ALL modern equipment. A bargain. Address C, National Printer-Journalist.

FOR SALE—35 x 47 WHITLOCK TWO-REVOLUTION Press, late style; good as new and guaranteed. Address O, National Printer-Journalist.

FOR SALE—14½x22 C. & P. Jordon, Vibrator, side steam; also 7x11 C. & P., 13x19 inch Gally, and 28½ inch Sanborn Lever Paper Cutter. Address N, National Printer-Journalist.

FOR SALE—24x36 Campbell Pony and 37x52 Century. Thoroughly rebuilt and guaranteed. Address R, National Printer-Journalist.

FOR SALE—Folding Box, Mfg. Plant, equipped with 12 cylinder presses, five of them two-color. Scoring and Gluing Machines. Electrotype Plant. 3 C. & P. Job Presses. 44 inch Seybold Cutters. Type, Cabinets, Imposing Stones, Chases. Everything complete and practically new and capable of turning out one to two cars of finished goods each day. Address A, National Printer-Journalist.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS WITH MY SIMPLE Transferring and Etching Process; nice cuts from prints, drawings, etc., are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs, any drug store, 75 cents. Circulars and specimens for stamp. My Simplex Mailer only $2.50. THOMAS M. DAY, Box P, Windfall, Ind.

DOUBLE YOUR SUBSCRIPTIONS and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, Ky.

RAPIDLY GROWING

Pennsylvania daily without competition in excellent small field. Volume of business now over $9,500.00. Will probably reach $15,000.00 within a relatively short time. Can now be bought for $8,000.00; $5,000.00 cash, balance deferred in such manner as will allow it to be paid out of the income from the property. An opportunity to double value of a property in a few years.

Proposition No. 481

C. M. PALMER, Newspaper Broker

277 Broadway, New York

FOR SALE—COMPLETE PRINTING PLANT, INVOICing about $15,000 in a large and growing Southern city of 120,000 population. Has a large and well-established patronage and turns out the best work in the State. Is now paying large dividends on the investment and free from all indebtedness. Will bear closest investigation. Good reason for selling. Only bona-fide prospective cash purchaser requested to reply to R. T., in care of National Printer-Journalist.

FOR SALE—PAYING WEEKLY IN BEST TOWN IN famous Grand Valley, Colorado. Snap. Write quick. Box 338, Fruita, Colo.

BE A LEADER

Do it first. Don't trail behind. Get our color cuts and copy monthly, put out a line of advertising that hides the other fellows in the dust. A Florida client says it beats anything offered printers in twenty years. Glad to send samples and free information.

FRANK H. ARMSTRONG ADV- CO., DES MOINES. IOWA

CAMPSIE'S

VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST

Station X CHICAGO, ILL.

THE NEW TYPE FACE

Alfred Series

Combines artistic style, strength and legibility to the largest degree. Send for complete specimens.

Inland Type Foundry

Saint Louis Chicago New York

Border composed of characters of Rose Border

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
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Good Envelopes
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Where they are made
BOURKE-RICE ENVELOPE COMPANY.
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ENVELOPES AND PAPER GOODS
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CHICAGO

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

GOOD WORK AND PROMPT SERVICE

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

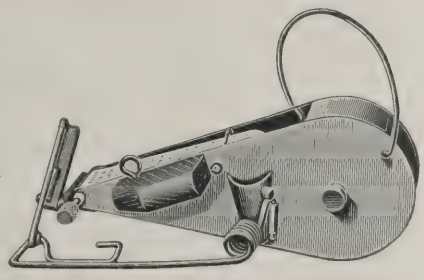
American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25 00

Write me for particulars.

Manufactured by N. J. DOBEL,

3 Massachusetts Avenue, - - BUFFALO, N. Y

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

You are Cordially Invited to call and inspect our newly installed modern and up-to-date Engraving and Electrotyping plant, fully equipped with all the latest improved machinery, operated under the most advantageous conditions manifested in our product which is the Best.
LOCATION CONVENIENT
QUALITY EXCELLENT
SERVICE GOOD
JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO
TELEPHONE FRANKLIN 460
ARTISTS - ENGRAVERS
ELECTROTYPERS - NICKELTYPERS
THE ONLY ENGRAVING AND ELECTROTYPE PLANT WITHIN THE LOOP.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

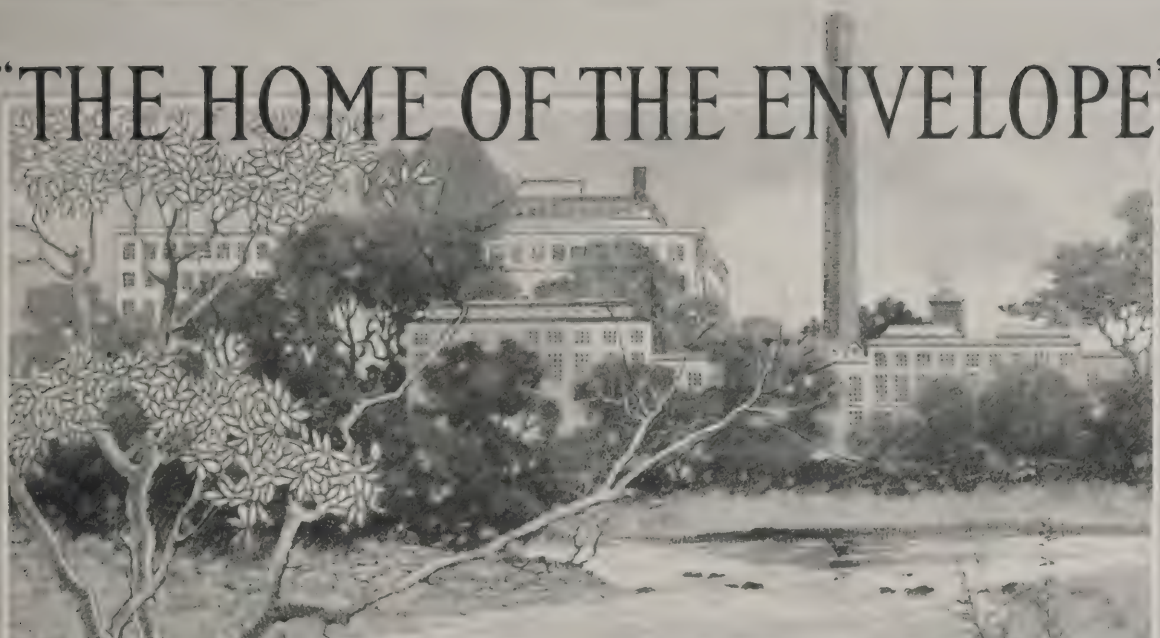
The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

"THE HOME OF THE ENVELOPE"



"Butler Brands" of ENVELOPES are made as good as skill, experience and modern mechanical facilities can make them.

Our mammoth stock contains envelopes of every description for all commercial and private purposes in all shapes, sizes, colors and qualities.

Special made envelopes of any material, according to your specifications, supplied on short notice.

We can interest you whether you order envelopes in single thousand, case or carload lots.

SAMPLES PROMPTLY FURNISHED

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY	MILWAUKEE, WISCONSIN
BENEDICT PAPER COMPANY	KANSAS CITY, MISSOURI
SOUTHWESTERN PAPER COMPANY	DALLAS, TEXAS
SOUTHWESTERN PAPER COMPANY	HOUSTON, TEXAS
PACIFIC COAST PAPER COMPANY	SAN FRANCISCO, CALIFORNIA
SIERRA PAPER COMPANY	LOS ANGELES, CALIFORNIA
OAKLAND PAPER COMPANY	OAKLAND, CALIFORNIA
CENTRAL MICHIGAN PAPER COMPANY	GRAND RAPIDS, MICHIGAN
MUTUAL PAPER COMPANY	SEATTLE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY	SPOKANE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY	VANCOUVER, BRITISH COLUMBIA
NATIONAL PAPER & TYPE COMPANY (Export only)	NEW YORK CITY
NATIONAL PAPER & TYPE COMPANY	CITY OF MEXICO, MEXICO
NATIONAL PAPER & TYPE COMPANY	CITY OF MONTERREY, MEXICO
NATIONAL PAPER & TYPE COMPANY	HAVANA, CUBA

BUTLER BRANDS PAPER THE BEST

J. W. BUTLER PAPER CO., CHICAGO.

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

Important Notice

We wish to announce that we have taken hold of the **Unitype Typesetting Machine**, and shall place it upon the market in extraordinary numbers.

This we are enabled to say because of certain recent, and extremely valuable, developments with respect to this machine, which our *thorough* knowledge of the machine composition situation has enabled us to bring about.

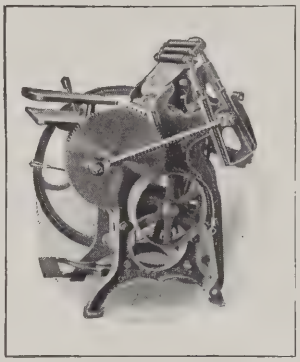
The new Unitype will not be offered until July 15th; but one may be seen in operation at our offices on and after July 1st.

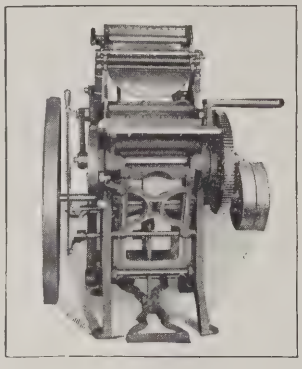
Wood & Nathan Company

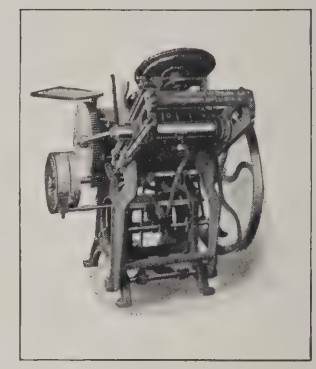
Number 1 Madison Avenue

New York City

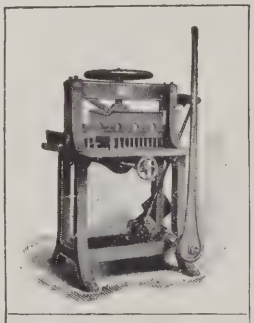
The MOST POPULAR PRINTING MACHINERY MADE







THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES



THREE SIZES
23 inches, 26 inches and 30 inches

OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space

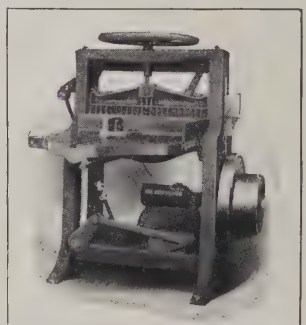
THREE SIZES
23 inches, 26 inches and 30 inches

THREE SIZES
30 inches, 32 inches and 34 inches

THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.



THREE SIZES
30 inches, 32 inches and 34 inches

IT IS IN THE MAKE

NEWS THAT IS NEWS

The Two-Letter Junior

That's what the readers of even a Country Weekly like to find in their favorite home newspaper.

Real live local items right" off the bat," so to speak.

There's a way to give your readers what they like.

It's a time-saving way—It's a labor-saving way, too.

"THE JUNIOR LINOTYPE WAY"

$1500 Buys One

The only low-priced composing machine with which one can set headings in black face and body matter in Roman on the turn of a lever.

EASY TERMS

With it one is never out of sorts and has a new dress every time he prints

28 Sold in April

Nearly 500 in Use

28 Sold in May

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
CAPE TOWN: John Haddon & Co.

HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa

STOCKHOLM: Aktiebolaget Amerikanska Sattmaskiner.

ST. PETERSBURG: Leopold Heller

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

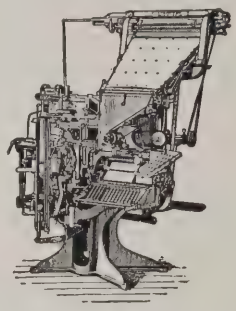
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
4-6-8-12 pages	4-6-8-10-12-16-20-24-28-32 pages

All taken in trade and replaced with our Patented Straightline Presses

Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

The Goss Printing Press Company

Sixteenth Street and Ashland Ave., Chicago, Illinois

New York Office: Metropolitan Building, No. 1 Madison Avenue, New York City, N. Y.
London Office: 90 Fleet St., London. E. C., England

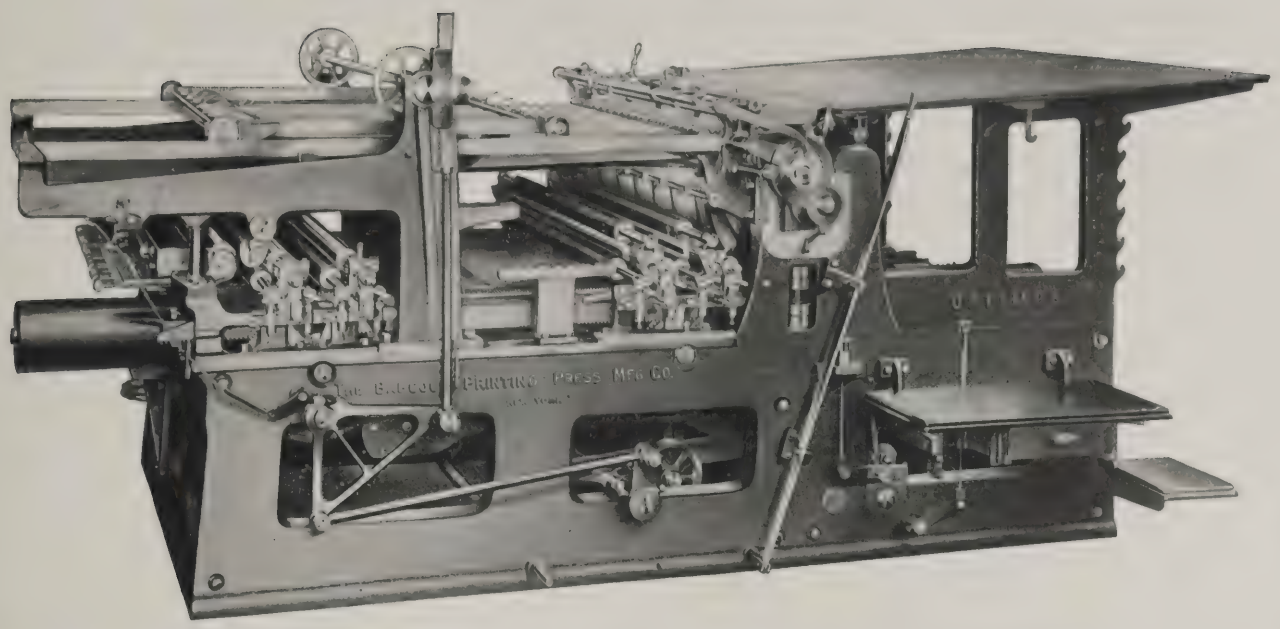
Users of R. R. B. Pad Glue

who have changed to other makes because they could be bought for a few cents less invariably return to the use of R.R.B. Glue

No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours

Robt. R. Burrage, 81 Gold St., New York



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The forms will be very heavy, requiring fine manipulation of abundant color, exceedingly powerful impression and the best of register. You tell the customer that you can print his catalogue as it should be done. Really, with the limitations of your old press in mind, you are only hoping that you can.

The old press was even worse than you thought. The customer is disappointed; thinks job almost useless. It is only fair if he leaves it with you. And you have told him in the most effectual way not to come again with that sort of work. When he gives it to someone else it is reasonable to expect his other work to follow.

How different if you had an Optimus, even an old Optimus! It makes the hard work easy; gives satisfaction; keeps the business. For heavy, exacting, fast work it is absolutely matchless. It is the machine for the big shops, and altogether best for the small ones.

Facts beat fancy and prejudice. Ask for the truth about the Optimus.

The Babcock Optimus

SET IN AUTHOR8 ROMAN.

The Largest Electrotype Foundry on Earth
An Engraving Plant Equal to Any on Earth

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street
Chicago, Ill.

OUR PRICES ARE POPULAR

IF YOU are a buyer of Engravings you should have our **New Scale of Prices,** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

WESEL WESEL WESEL WESEL WESEL WESEL WESEL WESEL WESEL WESEL WESEL WESEL

Mr. Printerman:

If your business is growing, purchase your plant on quality lines—something that will stay with you as you increase in prosperity, and, meanwhile, will aid you to that prosperity by giving you the best and longest service. For small and large newspaper and commercial plants, Wesel is the best and a complete provider, selling the best value. He makes and sells everything used in printing offices, and by stereotypers, electrotypers and photo-engravers, except cylinder presses and linotypes. When we say "everything" we mean it. If you have not studied Wesel's catalogues you are the loser.

F. WESEL MFG. CO.

Main office and factory, 70-80 Cranberry St., Brooklyn, N. Y. New York, 10 Spruce St. Chicago, 329 Dearborn St. Philadelphia, 712 Mutual Life Building.

Originality

Once upon a time a Little Company was formed with the sole purpose of making Machines to Cast and Compose Type.

Now, in that long-ago time the Printing Trade used nothing but Slugs, and no Printer needed Type.

This Little Company grew and prospered through the support of its Customers and waxed lusty on Repeat Orders.

Thereupon arose a great cry in the land—the lamentations of the Sluggers over the folly of those who used "home-made" Type.

And after that, when the Sluggers saw that "home-made" Type had arrived to stay, they adopted into their interesting family—A TYPE CASTER.

MORAL No. 1

When in doubt, take an Agency.

MORAL No. 2

Has-made-good beats just-as-good.

THE MONOTYPE

Both Makes and Sets Type
The Only Type Caster and Composing Machine

Casts Type in all Sizes
5-point to 36-point
Body Type, Display Type
Borders, Spaces and Quads

For All Kinds of Composition
Plain or Intricate
All Sizes, 5-point to 14-point
Any Measure Up to 60 Picas

See that Specification?

It takes at least two different machines (not Monotypes) to even approximately fill this specification, and, even "two to one," there is a lot left over that only the MONOTYPE can do

OUR TYPE CASTER [Con-vert-ible]

The Best AND the Cheapest

The only Machine with a Record of Repeat Orders. The only Machine with the Faces; last month 604 Fonts—this month 614. The only Machine that Protects your Investment, because it is Convertible; sold with this Business Insurance Policy

Upon payment of the difference in price between our Type Caster and our Standard Equipment (see specification above) we apply to the Type Caster the necessary parts and furnish all the additional units required to convert it into our Standard Equipment

"It helps you grow and grows with you"

Lanston Monotype Machine Co.

Philadelphia

Boston New York Chicago San Francisco
CANADA: Miller & Richard, Toronto and Winnipeg

Set in No. 78 Series and Monotype Borders

GARLAND HALF-TONE BLACK, 4880.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA

KANSAS CITY, MO. - MINNEAPOLIS

NO. 2904. NO. 4526. NO. 5268. NO. 408.

THE QUEEN CITY PRINTING INK CO.

CINCINNATI,
CHICAGO, BOSTON, PHILADELPHIA, KANSAS CITY,
MINNEAPOLIS.

YOU WILL LIKE OUR BUSINESS METHODS

THE QUALITY OF OUR INKS WILL PLEASE YOU

THE

QUEEN CITY INK HABIT

PAYS

THE QUEEN CITY PRINTING INK CO.

INK MAKERS PROUD OF THEIR PRODUCT

H·D· INK

CINCINNATI
CHICAGO
BOSTON
PHILADELPHIA
KANSAS CITY
MINNEAPOLIS

QUALITY AND PRICE

COURTESY AND PROMPTNESS

HAMILTON'S MODERNIZED PRINTING OFFICE FURNITURE

ITS RECORD AS AN ECONOMIZER

The name Butterick is a household term throughout America. If our printer friends do not know about this concern, let them ask their wives.

This immense establishment is devoted exclusively to doing their own work of printing patterns and pattern magazines, including the *Delineator, Designer, New Era,* etc. The immense composing-room contains nearly 12,000 feet of floor space, and is filled with Hamilton's Modernized Printing-office Furniture throughout.

More than 60 Cabinets of the Masterman type are arranged in a single group, all equipped with foot-rails. There are modern Stone Frames and Letterboard Cabinets, and many other pieces of economical Composing-room Furniture.

Here is what the Butterick Co. says about the results obtained by installing this new equipment:

NEW YORK, June 23, 1908...

The Hamilton Mfg. Co.,

GENTLEMEN:—*The sixty Cabinet Frames that we bought from you some time ago have given us full satisfaction. We believe that there has been a saving in space to us of about 25 per cent over the old frames which we discarded at the time of putting in your frames.*

The Cabinets look almost as good as they did when first installed. We can say the same about the Imposing Stones and other Furniture that we have bought from you from time to time.

Should we be in the market for anything in your line in the future, you may be sure that we will call on you.

Yours, THE BUTTERICK PUB. CO., LTD.
Per H. Horton.

There is nothing unusual in the results obtained in the Butterick establishment. As good or better results can be obtained in any composing-room not equipped with modern furniture.

We can show how to do MORE business in SMALLER quarters. And it isn't space alone that can be saved. With modern, compact furniture, the equipment is *at the workman's hand.* Interference between workmen does not occur. Millions of useless steps are avoided in the course of a year. Lost motion means lost profits. Why not save 10 to 25 per cent of your labor cost by installing modernized furniture in your composing room? You will be repaid the entire cost of installment in less than one year.

If you are interested in this very large question of printing-office economy, fill out the coupon on this page and let our representative show you what can be done with your office. Remember, it is *up to us* to *show* you.

THE COUPON can be sent to us or to any dealer handling Hamilton Wood Goods.

SEND FOR A COPY OF "COMPOSING ROOM ECONOMY." It will show you what has been accomplished in thirty other representative offices.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?"

THE HAMILTON MFG. CO.

Main Office and Factories: - - TWO RIVERS, WIS.

Eastern Office and Warehouse: - - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

"PERFECTION" WIRE STITCHING MACHINES

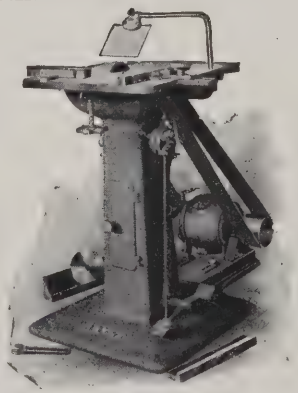
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Have You Adopted a Cost System?

Do you *know*, or are you trying to find out what your work *is* costing and *should* cost you? If so we want *you* to know what the *Inland* and the *users* of its product know about the

ANNOYANCE-SAVING, **TIME**-SAVING, **LABOR**-SAVING, **EXPENSE**-SAVING, **MONEY**-SAVING FEATURES *of the*

Inland Standard Line Unit Set Type

The type that has the **wearing-quality,** **The** type that has the **customer-getting quality,**
The type that has the **style-quality,** **The** type that has the **labor-saving quality,**
The type that has **every letter perfect** in **face,** in **body,** in **set,** in **hight.**

WILL YOU LET US TELL YOU HOW WE CAN **SAVE YOU 10 TO 25%** IN YOUR COMPOSING ROOM AND PRESS ROOM? WRITE US TODAY

12th & Locust, Saint Louis
188 Monroe St., Chicago
160 William St., New York

Inland Type Foundry

Set in Heavy Caslon, Recut Caslon, Recut Caslon Italic. Border No. 683

Low Fares to Seattle

$62 for round-trip from Chicago to Seattle for the Alaska-Yukon-Pacific Exposition via the

CHICAGO MILWAUKEE & ST. PAUL RAILWAY

$62 also for the round-trip from Chicago to Tacoma, Portland, Victoria or Vancouver.

Tickets on sale May 20 to September 30. Return limit October 31. Stop-overs.

Descriptive folder free.

F. A. MILLER,
General Passenger Agent, Chicago

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

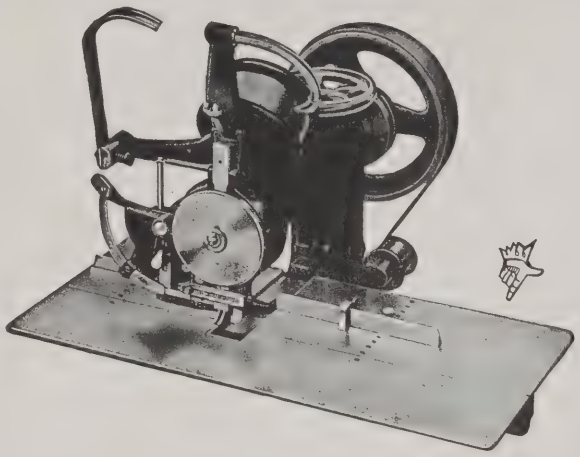
PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,
317 W. 124th St., - New York

Boston Wire Stitcher
New Work Table Extension



For use on the No. 3 Boston Stitcher, making available for gauging the entire space back of the regular table. For calendar and novelty work this will be found invaluable. Tapped and fitted with bolts for easy attachment to regular work table. For sale by all houses

American Type Founders Co

Megill's Patent Automatic Register Gauge

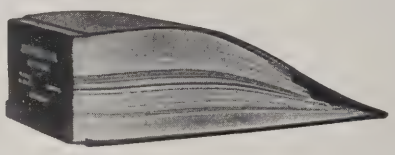
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York.

James White Paper Co.



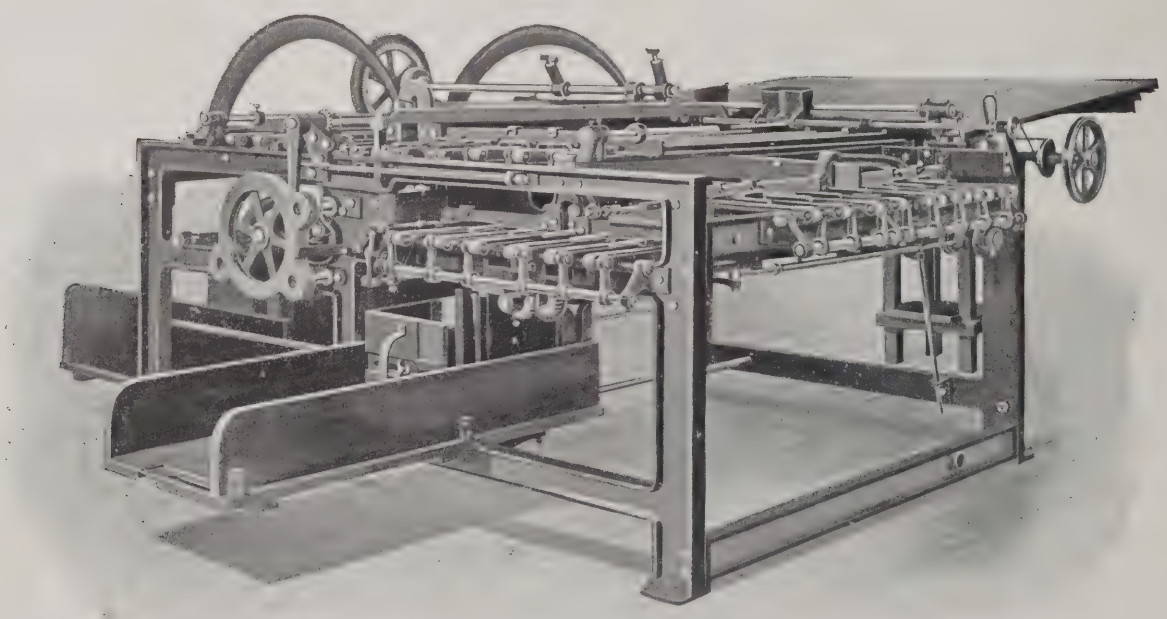
TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

When You Buy
Investigate

New Model Jobbing Folder



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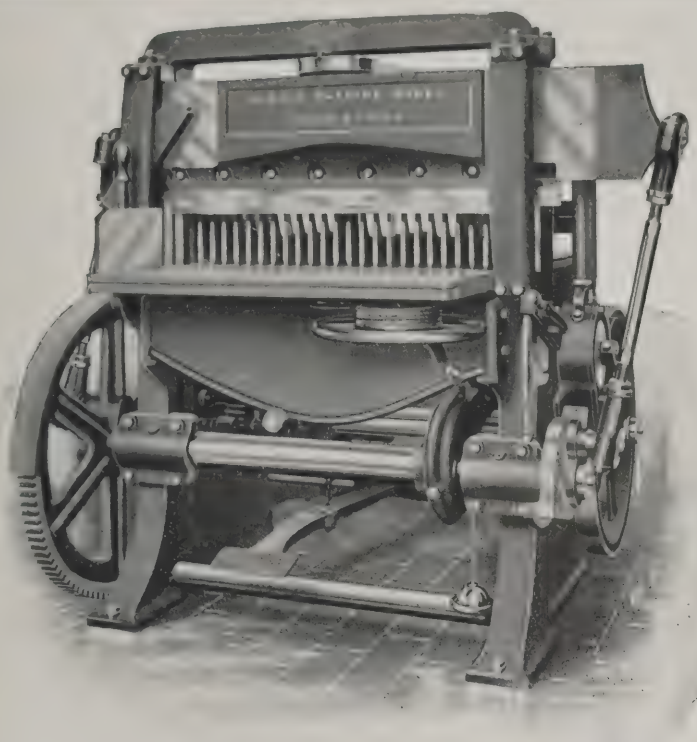

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NATIONAL PRINTER JOURNALIST

A Journal for printing and Allied Trades.

Volume Twenty-seven | Chicago, July, 1909 | Number Seven

HIGH STANDARD OF PREPARATION FOR JOURNALISM

THERE are very few more discerning writers, very few men in the broad field of journalism, who can get through all the conventionalities, all the outward bark and wood of appearances and pretentions, into the pith and core of truth and motives, as can Samuel G. Blythe, who writes the "Who's Who" page of the *Saturday Evening Post*. We know of no other one who can more entertainingly or impressively tell the story of what is found in men's characters, incentives and lives.

Recently Mr. Blythe delivered an address before the third annual convention of the Intercollegiate Press Association, held in Bloomington, Indiana, and what he said, while not altogether flattering to the calling or encouraging to the neophytes therein, showed a broad understanding thereof, and a deep appreciation of its demands, possibilities and rewards, and gave very excellent and sound advice. He did not consider newspaper work a road to wealth but a way "to live a big, broad life." He said, after depicting its difficulties and hardships, and declaring: "There is no other business in the world where the hours are so long, the work so exacting, the discipline so rigid and the sense of responsibility greater":

If you want to get rich, keep out. There is no chance. But if you have a desire to live a big, broad life, to be in touch with all that happens, to be in the thick of it, to engage in the most fascinating work in the world, the newspaper is the place to go if you have the stuff in you and can get it out.

If you are a clean, decent, honorable man, you will not do unclean, indecent, dishonorable work and will not work for anybody who requires you to. That is all there is to it. Newspapers are just as human as the men who make them. The press of the United States is not so venal or corrupt or easily influenced as some people who have run against it would have you imagine. It is a human institution, subject to human limitations and it is doing its job in pretty good shape.

I wasn't fortunate enough to go to college and I cannot speak as to the value of a college education in newspaper work from personal experience, but I do know that it is the duty of every man who contemplates entering journalism to get all the knowledge he can. There were no courses in journalism when I broke in. We began in the newspaper office and had it beaten into us.

There is one thing I do contend, though, and that is that no person can teach a man to write. You can be taught the principles of writing, the grammar and the rhetoric and all that, but you must teach yourself to write. The mere facility of writing correct English doesn't mean anything. There are scores of persons around newspaper offices who can write correct English. The trouble is they haven't any ideas to anglicize correctly.

The man who goes into journalism and who desires a big success must specialize. After his experience as an all-around reporter on all the assignments, he shall pick out one subject and specialize it. Likewise he should try to make his stuff as different from the stuff of other men on the papers as he can. I found that out early, and when I was a cub reporter I tried to write every item in a way the other reporters wouldn't think of writing. The results were disastrous in instances and I had a lot of trouble with city editors and copy readers, but I finally got into the place that whenever there was a story they wanted handled in an unusual way that didn't strrt, "There was a meeting last night," etc., and so forth, I got it.

It took years, years when I was beaten to a pulp by men who couldn't see it as I did, but I won out. And in looking over the ground I determined on my specialty early. I chose people—folks. People want to read about other people. If you will allow me I will advise you young gentlemen who are interested in journalism to specialize on folks. That is the greatest, the most interesting, the most pliable, the most numerous, the most fascinating, the most unusual, the most satisfying subject in the world—folks.

And if you have anything like a sense of humor, for heaven's sake nurse it. Humor is the scarcest commodity in the United States. It is extinct elsewhere, almost. Don't let the serious-minded persons tell you anything about dignity and all that sort of rot. If you can write funny stuff write it, and you'll be riding in your own automobile when the serious-minded person is writing serious protests to the paper against pay-as-you-enter street cars.

The day of the reporter who got drunk and fell down on his assignment is gone, never to return. Those guzzling gen

iuses were great folks, no doubt, but they always had to take up a subscription when they died. Besides, newspaper men will not stand for it now. Therefore keep sober, although you will have more opportunities than any other person to get drunk at slight expense, and keep honest. That's all there is to it. Keep sober, be honest in your writing as you would with your mother's money, get a different slant on things, tell your story your own way, not the other fellow's; slide in some humor if you can and you will have a happy time, have a lot of fun, see many strange things, live more in your life than the ordinary business or professional man would in ten, and, probably, die in honored and virtuous poverty.

A FEARLESS NEWSPAPER SAVES ITS CONSTITUENTS $30,000 ON THEIR COAL BILLS.

A special from Watertown, N. Y., on June 2d, to the *Editor and Publisher* made the following showing of how a newspaper "unawed by power and unbribed by gain" had saved its patrons $30,000 in their coal bills:

The people of this city have just had the most convincing illustration in years of the power of a newspaper, and it is the commonest subject of talk in this city.

On April 1 the coal dealers failed to make the usual April reduction, giving as a reason the unsettled conditions in the coal regions. The Watertown *Daily Standard* waited ten days for a reduction to be made, and at the expiration of that period began a systematic attack upon the coal dealers. Daily until May 11th the assault was continued, and on that date the *Standard* published a full-page summary of an investigation that covered every point in the state and the conditions existing at the mines.

The price demanded during April was the winter schedule of $6.90 cash delivered. April 27th the price was reduced to the usual April circular of $6.50, but the coal combine still existed. The day following the page expose, which charged the local dealers' combine with responsibility for an overcharge of 25 cents, and the excessive freight rates for $1 and which maintained that the people of Watertown were paying $1.25 a ton more for their coal than they should, a leading dealer announced that he would sell coal at $6.15, and all the other seven followed suit.

In addition, the coal traffic manager of the New York Central has announced that a reduction of 15 cents a gross ton on freightage of coal from Scranton, Pa., to Watertown, was being considered, with likelihood of success in the near future. The local dealers state that they will give the consumer the advantage of this reduction, which would net Watertownians 50 cents a ton, meaning an annual saving on an estimated consumption of 60,000 tons of $30,000.

LIKES NEWSPAPER CRITICISM DEPARTMENT.

DUSHORE, PA., June 5, 1909

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Herewith is my check for subscription to the N. P.-J., to June, 1910. I take pleasure in following the Newspaper Criticism Department, by Mr. Copper, and, in the near future, I will try to send him a few copies of the *Review* for him to pass remarks upon. Of whatever nature, I assure you they will be of benefit to me.

Trusting the N. P.-J. will continue to brighten up, I remain, Yours truly,

L. R. TAYLOR.

A WEST VIRGINIA EDITOR'S VIEWS ON THE POSTAL DEFICIT AND PARCELS POST

WEST VIRGINIANS are noted for patriotism and love of home and State. The press is outspoken, clear in judgment and bold in statement, and we have been pleased to read the following two articles, that appeared, respectively, on May 27th and June 3d, in the West Union, W. Va., *Herald,* though we do not entirely coincide with all that is contained therein, especially as to a local parcels post, which we believe could be made very useful, a great convenience and profitable withal, and be entirely freed from any danger of extension:

There is much ado these days about the postal deficit and there has been much said in the public print as to its cause and as to a suitable remedy for it.

One remedy suggested was to visit the calamity upon the press of the country, by curtailing certain privileges that have been secured to it from time immemorial.

Much inquiry into the business of the publishers of the country has been made by the department in order to locate the seat of the trouble, and, in the estimation of its promoters, to place the blame where it belongs.

Every one who knows anything of the financial condition of the newspaper man will not question for a moment his ability to make up the deficit. No one who is acquainted with him (the paper manufacturers, ink dealers, sheriffs, etc., of course, excepted,) will question in the least the propriety of making him bear this burden and in addition also the exacting from him the expense of building of the navy, maintaining the army and other small governmental expenses.

No one can blame the government for printing envelopes in competition with "millionaires of the rural districts," for the rich are those who are oppressing the laboring class—especially the class who claim to be running the postal department.

But a few sidelights might be interesting here. Did you ever stop to think that the express companies are carrying each year large amounts of matter that should be handled by the department and which they are strictly forbidden to carry by the constitution and certain congressional enactments? A section in the Revised Statutes of the United States makes it unlawful for any one to establish a private express for the carrying of letters or packets over any post roads of the United States, and yet this abuse is and has been going on day after day, and year after year.

Would not the great amount of revenue derived from this large amount of business that the law says shall go to the department soon liquidate the deficit if the law were enforced?

This accounts to some extent for the twenty-four million express company dividends and the fifteen millions and upwards of the postal deficit.

This is one great leak, to say nothing of the millions lost to the treasury department yearly by the unwise extension of the franking privileges, which allow senators and congressmen to send almost everything conceivable from a threshing machine to an elephant through the mail for which the dear people must pay.

This postal deficit is a great big bugaboo, but its solution is easy and it rests in the hands of those that are today trying to twist the affairs of the press of this land so as to make it responsible for the mismanagement of the heads of the department.

The solution is: Correct the franking abuses; enforce the law forbidding the competion of express companies in transporting the mail; reduce the salaries of the employes of the department to a figure that will compare favorably with the salaries paid for similar service in private places; require every man in the service to stand on his merit and not on his political prestige; put the postal system on a strictly non-partisan basis; then require every patron of the service to bear his just share of the burden, and in Cleveland's memorable expression the postal deficit will sink into "innoxuous desuetude."

GREAT DANGER TO RURAL DISTRICTS IS PARCELS POST.

The question of the establishment of a parcels post system in this country has been a subject of discussion for several years past.

Parcels post is a pet measure of the great mail order houses and those residing in the great business centers who cater to the rural trade of every state in the Union.

The design of the parcels post is the free delivery by the postal department to the homes of the citizens of a community residing along specified route articles of merchandise for which a minimum rate of postage has been paid.

Senator Dolliver, who has made a study of this question is firmly convinced that the damage that it would do to every country town would out balance every possible good that could be derived from the measure.

We can not live simply for ourselves. In this country the law that will give the greatest good to the greatest number will build up the country at large.

The chief danger of our civilization lies in the concentration of the population and business of a community in the cities.

We have reason to rejoice that the great state of West Virginia has built up no great cities, but instead a large number of flourishing towns and villages scattered throughout our borders.

It would be fatal to our farming interests to disturb the prosperity of these little villages and towns.

Since the design of parcels post is to foster and build up the interests of the large corporations in the cities doing a mail order business, everyone with half business sense can foresee the disastrous effect that it would have on the merchants of the smaller places and of the rural section.

These smaller cities are necessary not only to the comfort but to the material welfare of our farming population.

Many of the products of the farmers would be totally lost if it were not for the market thus afforded by the home merchant.

But take from the home merchant and home business men the home trade by the enactment of a parcels post and you destroy the markets which these people make for their products of the farm.

Senator Dolliver does not think that it is for the welfare of any community in the rural districts or for the Government of the United States to convert the postoffice department into a machine for the distribution of merchandise purchased in New York, Boston, Chicago and St. Louis to the detriment of home merchants, upon whose solvency the prosperity, the growth and even the life of the country town depends.

Further on the Senator says: "If a few of us took advantage of the alleged bargains that are advertised by the department stores and left off patronizing home merchants, it may be that we could make a little in that way, but if the whole community took the same view it is obvious that the home town would be totally destroyed, its business ruined and now where we have hundreds of little thriving towns we would in time find ourselves surrounded with shiftless and backward village populations, wholly out of line with the progress of which we are so proud. The immediate effect of conditions would be to depreciate our lands and fatally injure our people.

"I have thought that it would be a good idea to establish a delivery of merchandise on the rural route, confining it, however, to parcels originating in the town from which the route starts, or from one station to another on the route. Even this proposition which has been strongly urged by the postmaster-general, meets little or no favor in Congress, the fear being expressed that it is only the "opening wedge" for carrying out the program of the great department stores and will end in turning over the business of each locality to outside merchants and killing the progress and stability of the small towns."

Loyalty to home and home interests is the highest type of good ethics. No community can succeed unless its various business interests are one, pulling together, patronizing each other, shunning as dangerous those things which divert the local expenditure of money from local to foreign channels.

The establishment of a parcels post would break this plan of rural peace, contentment and prosperity. It would sow business revolution, financial peril and distress right in our midst, while the large concerns of the metropolis would reap from our discord and unhappiness large financial rewards.

Let every citizen that loves his home; that loves his local community; that has his money invested in local enterprises or local property set his foot on this proposed radical enactment at once.

Let every farmer who raises poultry, vegetables, or any other article on the farm that finds a market with his local dealer, fight the enemy of his livelihood—the establishment of the parcels post.

ITEMS OF INTEREST

Mr. Boughner, of the Minneapolis *Tribune,* has offered to give a course of lectures on journalism during the next two years at the University of Minnesota. The regents are investigating and may accept his offer.

At Des Moines, Ia., announcement is made of the sale of the *Grand Army Advocate* by H. M. Belvel to D. H. Caldwell, publisher of the *Iowa Unionist* and the *American Economist.* The paper will continue to be published.

Batavia, Ill., has a new newspaper. It is called the *Fox River Star,* and is published by Editor Marley, who also owns and publishes the Batavia *Herald.* The *Herald* is published every Wednesday, while the *Star* will be published every Saturday.

Frank R. Wilson, an old Sioux City newspaper man, has bought controlling stock in the Sioux City *News,* from the Clover Leaf syndicate, and becomes publisher of the paper. He has been editor of the *News,* and will retain that position while he takes the active management of the business end also. Mr. Wilson is a graduate of the University of Iowa, and began his newspaper work on the Sioux City *Journal,* working also on the Council Bluffs *Nonpareil.*

At the annual meeting of the Illinois Woman's Press Association, these officers were elected: Cornelia Templeton Jewett, president; Mary Badollet Power, first vice-president; Mary E. Power, second vice-president; Mary Moncure Parker, third vice-president; Margaret Handy, recording secretary; Grace Schofield Holmer, assistant recording secretary; Leona Mabel Dufford, corresponding secretary; Ophelia E. Llawrence Blair, assistant corresponding secretary; Salina Sheets Martin, treasurer; Mary Howe Stewart, historian; Ida Hamilton Munsell, librarian.

THE IMPORTANCE OF THE EDITORIAL FUNCTION.

IN a paper before the Louisiana Editorial Association, at the Covington meeting, of which notice was given last month, Hon. Robert Roberts, publisher of the Minden *Democrat,* in an address on the "Press and Public," adopted an ingenious method of illustrating and enforcing the high value, as a means of usefulness and the influencing and winning the public, placed upon the newspaper vocation by leaders of thought and the champions of good government. Mr. Roberts said, in part:

It's a great thing to be the editor of a great newspaper. In point of honor, influence and power for accomplishing good in this country, the editor of a good newspaper ranks next to the President of the United States. Any man who may happen, by chance or otherwise, to become President of the United States, will be ex-officio, for the time being, a personage of unrivalled power and influence, without regard to whether, or not, he may be possessed of an extraordinary personality. The great editor must be a great man intrinsically and independently of the position he holds.

The most able and most popular public men of to-day recognize the truth of my statement, that the editor ranks next to the presidency. During the past twelve years, Mr. J. W. Bryan has been the leading Democrat of the United States. During the past seven years Col. Theodore Roosevelt has been President of the United States and at the same time the leading and most popular Republican in the country. Nobody will deny that both Mr. Bryan and Col. Roosevelt are men of great mental ability and political acumen. Whenever the judgment of these two popular leaders coincides on any proposition, it is safe to say that their judgment is the judgment of the American people. Mr. Bryan could probably have anything in the way of public office he might choose excepting the presidency. Most people will agree with me, I believe, in the assumption that the office is his first choice. Next to the presidency he evidently prefers to be the editor of the *Commoner.*

LURE OF EDITORIAL WORK.

Col. Roosevelt has served seven years as President of the United States. During this period he has greatly enjoyed himself, and during a great portion of the time has kept the whole country in a sate of ecstatic delight by the dexterity with which he has whacked undesirable citizens over the head with the big stick, and also by the zeal and assiduity he has displayed in promoting the membership of his Annanias Club. In the mean time, he has accomplished many useful governmental reforms, and inaugurated others which will be of untold benefit to the American people. Undoubtedly upon his retirement from the presidency, Col. Roosevelt could have had any position of trust or profit he might have chosen. Manifestly he prefers above everything else to become one of the editors of the *Outlook.* Mr. Bryan and Col. Roosevelt are, then, evidently in accord in their appreciation of the field of opportunity offered by the newspaper press. They agree that, with the exception of the presidency, the editorship of a newspaper offers most effective means of reaching and holding the attention of the American public and of impressing upon the people their ideas of what is needful and proper in the way of governmental reforms.

The mighty hunter seeks big game; big men look for big opportunities; that is why Mr. Bryan and Col. Roosevelt have sought the newspaper field. That is why Senator La Follette has started up a publication. Having added to the dignity of the senatorial toga the higher dignity and higher public function of the editorship of a newspaper, we shall probably see Mr. La Follette ere long blossom out into a candidate for the presidency of the United States.

PRESS HAS QUICKENED PUBLIC CONSCIENCE.

Some one has said, that the present is an era of conscience. It is so, and that it is so, is in a very large measure due to the newspaper and magazine writers of the country. The pulpit has, of course, been a potent factor always in quickening the public, as well as the individual conscience. Public men like Mr. Bryan, Col. Roosevelt, Gov. Folk, Gov. Hughes, Senator La Follette, W. S. Uren of Oregon, and others I could mention, have contributed largely to the present healthy moral tone of the American public. Philanthropists like Spreckels of California and the various civic organizations throughout the country have contributed something to this moral awakening, but more has been accomplished by the newspaper press than by all other agencies combined.

Social and political reforms can be accomplished no faster than the public is educated to appreciate their desirability. The task of educating the public along these lines falls upon the newspaper.

Good government, in my opinion, is as much a matter of sentiment as it is a matter of law. Laws not sanctioned or demanded by public sentiment are generally more honored in the breach than in the observance. The people of this country are clamorous enough for the enactment of good laws, but they are not clamourous enough for the enforcement of the laws.

GOOD AND BAD EDITORS.

In giving the editor the right rank to which I have assigned him in this discussion, it will, of course, be understood that I am speaking in the abstract. I would not be rash enough to commit myself to the proposition that all editors are either good men, or great men. They have their limitations and imperfections, as all men have. I have known some editors who by their conduct, and by the use made of the columns of their papers, entitle themselves to be ranked in the "undesirable citizen" class. In exalting the profession I have reference, not to individuals, but to its possibilities for accomplishing good.

The editor who will prostitute the columns of his paper to purposes of willful and malicious slander either against private individuals or public officials, ought to be scourged from the profession, even as the money changers were scourged from the temple, and then sent to jail and kept there until he has a more correct appreciation of the high duties and responsibilities of journalism

---

Des Moines newspaper men have organized a press club. A committee of five was named to perfect the organization and have charge of it for the remainder of the year. Club rooms will be rented and supplied with all the appointments of a modern press club. There are about 150 active newspaper men in Des Moines and about as many magazine writers all of whom are eligible to membership. The first board of directors and officers consists of the following: W. T. Buchanan, managing editor *Daily Capital;* S. H. Cobb, manager American Press Association; Frank Lyman, state editor *Daily News;* Joe Hill, city editor *Tribune* and *Register* and *Leader;* Frank Moorehead, magazine writer for the *Homestead.*

The Rhinelander, Wis., *Herald,* the only Democratic newspaper in Oneida county, which has been conducted by Mrs. A. W. Shelton since the death of her husband last November, has been purchased by C. F. Barnes and H. E. Osborne.

EDITORIAL NOTES AND POINTS

FEW papers, in cities of sixty thousand, or even of a hundred thousand population, outrank the South Bend, Indiana, *Tribune*. On May 28th, this excellent paper—a model as to news, editorials, magnificent make-up and mechanical execution — reached its thirty-sixth anniversary, with an average daily circulation of 8,980 copies. This member of the *Tribune* family is intensely local and intelligently devoted to home interests in both news and editorial columns. It lives up to the correct idea of reaching the people and advertises, having forty-two places in the city where the paper is kept on sale by dealers, placing the paper within easy reach of all who may, by any possibility, be missed by circulators or newsboys. Thirty-six years ago the *Tribune* was a small sheet of four pages, printed on a small cylinder press,—then up-to-date,—at the rate of a few hundred copies an hour. Now the paper has grown for size to one of metropolitan proportions with from ten to twenty-four great seven-column pages, printed on a modern printing machine at the rate of two hundred copies a minute or twelve thousand copies an hour, all folded and counted ready for distribution or mailing. Here is an illustration not only of the great improvement in printing machinery, but nothing else better shows the development of a city or country than the wonderful advances made by such a paper, with its columns bearing hundreds of advertisements of local mercantile and manufacturing establishments, great in proportions and enterprise. The advertisements in this *Tribune* show that the business in all lines, largely promoted by the paper, has kept even pace. The secret of this is told by the following words printed in the first editorial of this issue:

"From its inception it has been the constant aim of the publishers to improve the *Tribune*. This is still and always will be the aim, in the belief that the people of South Bend, Mishawaka and wherever else the *Tribune* circulates are entitled to the best the publishers and editors can produce."

Here is a specimen, in this same number, an example worthy of emulation as to how the *Tribune* helps and pushes forward every local undertaking—in this instance it being that of a home-coming week that appeals alike to sentiments of friendship and local pride and civic loyalty:

To-night's meeting in the lobby of the Y. M. C. A. to begin active preparations for South Bend's home-coming celebration, October 3 to 9, should be attended by accredited representatives of every fraternal, civic, social, military, literary and other organizations in the city. It will also be open to the public.

The importance of this meeting should be appreciated by all delegates, for upon it will depend to a great extent the success of the projected undertaking scheduled for the first week in October. Co-operation will make the home-coming a notable affair, advertising South Bend throughout the United States, but without co-operation it cannot be made the success its importance and the advancement of the city deserve. It is hoped, therefore, that there will be no absence of cordial working together with one great aim and that the success of South Bend's home-coming.

* * *

There is a great movement, becoming world-wide, in which the press of this Nation should not only be intelligently interested but aggressively active. It is that in favor of the abolishing of war and securing a world peace. We do not believe in "crying peace when there is no peace." Peace can only come through the abolishing of ignorance, hate, suspicion, injustice, oppression and wrong. Mutual understanding, the recognition of mutual interests and rights must be at the foundation. The great prophets of old, Isaiah and Micah, when they foretold of a time when nations "shall beat their swords into plowshares and their spears into pruning hooks," placed first judgment among all nations and a religious righteousness common to all peoples. To disarm or not to be prepared to meet aggressive injustice or war, before "righteousness covers the earth as the waters cover the mighty deep" is only to invite attacks and to be the cause of war. The establishment of civic righteousness and the recognition, full understanding and respect for the rights of all should be the aim and work, then should follow the establishment of courts of justice that can be relied upon rightly and fearlessly to stand for justice and equity, fully and rightly interpreting the laws, city, state, national and international, backed by a power, in the executive department, able, and willing to enforce the findings, decrees and righteous judgments of the courts, without bias or favor," unawed by power, unbribed by gain." Internecine or civil war will cease when monopoly, injustice and all wrongs, or inhumanities of man to man, shall cease, or be made impossible, and when all shall receive equal and full protection under the laws. We are a long way from this condition today. Our courts have been used to protect wrong and wrong-doers, to screen and free great sinners against the lives, safety and property of the many and of the weak, and the sworn officers of the court, the attorneys and counselors-at-law, instead of seeking to keep their oaths of seeing justice done between the people and the evildoers, between the court and their clients, have won highest remuneration and greatest glory by their skillful and successful efforts to fool and befog courts and juries and to free their criminal clients from the results of their chicanery, thievery, oppressions and out-breaking violence, assaults and murders. It is a sad condition, when the success, fame and the money-winning power of lawyers depend largely upon their ability to defeat the ends of justice, to free the rich and powerful, the great corporations and trusts, and the great criminals, the wreckers of homes, assassins and murderers, from punishment, instead of the seeking to uphold the enforcement of the laws which in their official oaths they have solemnly sworn before high Heaven to support.

When we come to the case of the great nations, even those called Christian, designs for advantage, gain and power, through force or intimidation, rather than equity, still control. A great step toward peace will be made by the firmly establishing an international tribunal, founded on righteousness and intelligence, by the laws of which all civilized nations agree to abide.

* * *

It is needless for us to state here that we are strongly in favor of local organizations of newspaper-makers and printers. Twenty-five years ago, we advocated the formation of such associations in Minnesota and further suggested, that State associations be composed of delegates from the city and county organizations, believing that a better and more general attendance, representing all parts of the State, would, in this manner, be secured and that more valuable, effective and intelligently useful work and accomplishments would result, through these delegates who would come up from the consideration of interests, principles and questions in their home organization that were of a like importance to all other places. The progress toward the accomplishment has been slow, but there has been progress, and we were glad to read the following in a paper presented by Harry S. Jacks, of the Montgomery, Mo., *Standard,* before the recent convention of the Missouri Press Association, as to "County Press Organizations":

Every county should have a press organization, fix uniform subscription, advertising and job rates. There is absolutely no excuse in the world for country papers to be continually cutting each other's throats in the matter of competition for competitive job or advertising work. With uniform rates throughout a county, the paper to which a certain class of work legitimately belongs will get it, and nobody is hurt. All eventually will get their share. We have a press association in Montgomery county, one of the smallest counties in the state, by the way, but with the largest number of newspapers in proportion to the population. By means of our organization we have now uniform rates on job work and on legal publications. It must be admitted, however, that it is no child's play to hold together, and recently one of the members kicked over the traces for some fancied wrong, and secured the printing of the county receipts and expenditures at but little more than one-third the regular legal rate. Professional jealousy, suspicion of unfair dealings and fear of favoritism, are difficult to overcome in competitive contemporaries.

There is nothing that is desirable in this world that is not difficult and the only danger is that of yielding on account of the difficulty. If a local city or county organization, based on justice,—on the principle of securing what is right for the members, for the calling and for the public,—holds firmly together and persists in the necessary work of education, of the promotion of right views inside and outside of the organization, recalcitrants will, in time, be brought to reason, be forced to a realization that what is best for all is best for each.

The Winnemac, Ind., *Democrat* is to have a new $6,000 building, two stories, 34 x 100 ft., plans for which have just been made.

PAST-PRESIDENT JAS. R. BETTIS A NEWSPAPER MAN ONCE MORE

WHEN the National Editorial Association was organized, Mr. Jas. R. Bettis was the manager of one of the best job printing and daily newspaper offices in all the Southwest. He was also President of the Arkansas Press Association, and, in 1888, at the San Antonio Convention was elected President of the National Editorial Association, succeeding in the office, his warm, personal friend, Gov. A. B. White, of West Virginia. He presided over the very successful, enjoyable and in every way, memorable convention at Detroit, Mich., in 1889.

Two papers by Mr. Bettis, one on the "Arrangement of a Job Printing and Newspaper Office," and the other on "Conducting a Model State Press Association," printed in early issues of the NATIONAL PRINTER-JOURNALIST, attracted wide attention. They were eminently practical and resulted in much good to employing printers and newspaper-makers, and to the conductors of press associations. Mr. Bettis, being an all-around printer and newspaper man of broad experience, was a most effective and enthusiastic worker in press organizations. He subsequently entered the printing and publishing business in St. Louis, and later a manufacturing and mercantile business, in which business he has been engaged for many years. He is once more in touch with his old calling as shown by the following letter:

ST. LOUIS, MO., June 10, 1909.

Mr. B. B. Herbert, care National Printer-Journalist, Chicago, Illinois.

MY DEAR HERBERT:—I am sending you under another cover a copy of the Webster Groves *Times.* If you will read the marked announcement you will see that I am back into the newspaper business again, not only as a stockholder in the paper but conducting a department editorially. It is a pleasure to think that I am once more in the ranks with my old friends.

I regret that I am not in good enough health to undertake so strenuous a trip as the one to Seattle and Alaska. Hope you will go and have a happy time as usual. If you do go, will you not kindly extend to the Past-Presidents especially, my kindest regards and remembrances on any occasion when you may be formally together.

With best wishes, Yours truly,

JAS. R. BETTIS.

All his old friends will regret his ill health and that he cannot attend the approaching convention. The trip to Seattle and to Alaska would make a young man of him again, if his health could permit him to take the journey.

The new paper, with which Mr. Bettis is connected, is the Webster Groves, Mo., *Times,* and he conducts a department under the caption, "The City's Welfare." We like the name and certainly every home paper ought to have such a department.

Webster is a suburrb of St. Louis and has its own neighborhood interests to conserve. Our great cities

have many matters common to the whole city, but there are numerous neighborhoods that have distinct local interests and support local papers. Chicago has a score of such papers, and for the past five years, we have been publishing, in connection with the other publications and business, a weekly paper, *The Ravenswood Citizen,* issued every Saturday morning, and serving a large part of the Twenty-sixth Ward of Chicago, with a population of some thirty thousand.

Recently, Mr. E. B. Fletcher, at one time Corresponding Secretary of the National Editorial Association, has established a very successful newspaper at Hyde Park, on the South Side of Chicago, called the *Saturday Evening Call.* His field embraces a territory with a population of some eighty thousand. These papers are similar in character and purposes to the local papers throughout the country, so that we conduct country newspapers though residents of a metropolis.

AN ECHO FROM TWENTY YEARS AGO.

As a conclusion to this somewhat rambling talk, we feel that we can not do better service, on this near approach of the twenty-fourth annual convention of the N. E. A., nor do greater justice to the past and to the work that the Association inaugurated and has been carrying forward during all these years, than to quote the following from the President's Annual Address by Mr. J. R. Bettis, twenty years ago, in Detroit:

The subject of the "Progress of Libel Law Reform" is of the highest importance. In connection with this reform the National Editorial Association has shown its ability to inaugurate and promote a great National movement of practical value to the profession. Our Association can justly claim the credit of having set the wheels in motion which, under its watchful care, will never stop until the antiquated and unjust statutes, which are only of use to restrict the proper freedom of the press—a freedom that is solemnly guaranteed by the organic law of all the States —shall have been changed to meet the conditions of modern times.

The papers touching upon "Discounts to Agents" and "Newspaper Directories" will lead to the consideration of our relations with the agents. In view of possible action by the National Association of Newspaper Advertising Agents, as suggested at their last meeting, this subject—always a live one at editorial gatherings—may become of even greater importance than at present.

A thorough discussion of the topic, "How May Our State Association Meetings Be Made Most Interesting and Valuable," should give us some practical ideas which will be of value to the organizations we represent. The subject is especially adapted to this meeting, for at no other time can there be so excellent an opportunity for an exchange of opinions among those most experienced in Association work.

The other topics on the program are of equal interest, and have been given out to those believed to be best fitted for suitably presenting them. Our attention will also be engaged by two distinguished members of our profession —Col. Elliott F. Shephard, of the New York *Mail and Express,* and Mr. W. J. Richards, of the Indianapolis *News,* who will address us along professional lines.

The subjects of printing-office insurance was discussed at the meeting of the Executive Committee, and it was understood at that time that a practical plan for remedying any evils that may exist in this connection would be presented for your consideration at this meeting.

If we set ourselves seriously to the consideration of the subjects named, and others that will doubtless arise during our session, we shall surely gain many practical ideas. We may, perhaps, set in motion some new reform that shall demonstrate again to the home Associations the practical value of this organization.

* * * * * * *

Our Association held its first meeting in the extreme Southern State of Louisiana; the second in a Central State, Ohio; the third in the West, at Denver, the fourth in the Southwst, at San Antonio; the fifth here, in the Central North; the East is yet unvisited. Without at all intending to discriminate between particular points, it is suggested, if suitable arrangements can be made, a meeting in one of the Atlantic States would tend to increase the interest of the numerous strong Associations located there in our organization. It is very desirable that the many able and influential journals of that section not now represented in our Association should give it their earnest kindly co-operation. A meeting in one of the principal cities of that part of the Union would doubtless tend greatly to such a result.

President White, in his address to the San Antonio convention, proposed the publication of a general newspaper directory, under the auspices of this Association. The suggestion was considered premature at that time, and may be so yet. The idea is a good one, however, and should not be lost sight of. I would recommend its further consideration at this meeting, with a view to ascertaining just what conditions are required in order to make such an enterprise a success.

The most pressing need in the publishing field at present is for a uniform standard of prices for advertising space for papers of 3,000 circulation and less. Such prices should be founded, like other values, upon the cost of production with a fair profit added. They should be computed for papers of 500 circulation and less, and rising by amounts of 250 to 3,000, cover all the intermediate ground. To get the required basis for such rates, careful and accurate statistics of the cost of running weeklies in all parts of the country should be gathered, the results compared, and therefrom the final tables made. Such standard prices, published and endorsed by the National Association, would doubtless be accepted as correct by a very large number of publishers, and the effect upon rates could not but be favorable. It seems to me that this would be a very appropriate task for this Association to assume.

I believe the time has come to consider whether our Association, in confining its action to the three or four days of its annual sessions, is doing all that is in its power for the welfare of its members; whether it is not feasible to establish a permanent headquarters with a permanent secretary, who shall keep alive and carry on throughout the year the work begun at our conventions. There are possibilities of great good in connection with such an enterprise. I recommend the subject to your careful consideration.

I desire to acknowledge the invaluable assistance given me, in the work incident to arranging for this meeting by the National Journalist. Also, to warmly second the recommendation made by President White, at San Antonio, that this journal receive the hearty endorsement and support of our State and National Associations, as well as individual publishers of the United States. We print

something like seventeen thousand newspapers on this continent, devoted editorially to the advancement of every earthly interest except that of their owners. We fight everybody's battles but our own. This journal is the organ of the organs—our own champion. Since its establishment, and largely through its means, the cause of co-operation and fraternity among publishers has advanced with rapid strides. I believe that by promoting the welfare of this journal this Association will best assure its own prosperity, and I trust that before our adjournment some plan may be suggested whereby the more general and active support of this publication by the State organizations may be assured.

Special acknowledgments for valuable services rendered are also due to several individuaal members. To ex-President B. B. Herbert, who has been a most energetic, though, self-constituted, missionary of our Association, presenting eloquently its cause at numerous State conventions, and winning it many friends; to Vice-President Stanley, for assistance at the South; to Treasurer Lowrie, for valuable work outside the line of his official duties, and to Mr. J. A. Sleicher, of New York, who improved the opportunities offered by his residence at the metropolis to render timely and valuable assistance. That Secretary Fletcher has faithfully fulfilled the duties devolving upon him must be patent to all attending this meeting, but to none is it so well known as to myself, who have seen the characteristic energy with which he pushed the details of his work.

We seek, in this National Association, no other end than to carry forward, on a broader scale and with wider application, the work begun in the State organizations. We aim to concentrate and unite, for the advancement of our profession, the wisdom and strength of all organized bodies of newspaper publishers. Our profession is a peculiarly homogeneous one. The publisher in Maine, in Georgia, in Arizona, in Oregon, labors under substantially the same difficulties, and seeks by practically the same means to gain a common end. There is no apparent reason why we should not act in perfect harmony in those causes which require our united strength. Those who have observed the progress of editorial association work know that never were State Organizations so numerous or so flourishing as at present, and that those most prosperous are the ones which have been prominent in this National body. A few State societies have hesitated to join us, fearing, perhaps, some limitation of their liberties. Let such read carefully our constitution, and see how entirely lacking is any assumption of such powers. Others have scouted the idea of our being able to accomplish any practical results. These we may point to our work in the cause of libel-law reform, before referred to—itself alone sufficient to justify our existence. There is much that remains to be done and to be enjoyed by the delegates to the National Editorial Association conventions. We, who have an interest in the advancement of our profession, have an abiding assurance that we are working the right way to reach righteous ends. Let us go forward, thanking God and taking courage.

The Iowa College Press Association elected H. W. Wagner, of Calamus, Ia., editor of the *Iowa State College Student*, as president, and George A. Clark, of Grinnell, college secretary.

The Indiana Harbor, Ind., *Sentinel* has changed hands. W. W. Moberly made a deal whereby the weekly has become the property of two St. Louis men, W. M. Malone and G. E. Barrows.

THE MODEL BUILDING OF THE RED WING PRINTING COMPANY.

(CONTRIBUTED)

THE new building of the Red Wing Printing Co., publishers of the *Daily Republican* and the *Weekly Republican*, which has just been completed, is one of the model structures of its kind.

To begin with, it has a splendid location, next to the well-known Sheldon Memorial Auditorium, across the street from the Carnegie-Lawther Public Library, and near the new Federal building, which buildings cluster about Broadway Park. It has vacant space all around it varying from 40 to 100

New Fire Proof Building Erected by the Red Wing Printing Company

feet or more so that sunlingt and fresh air find free access to every department, from the basement to the upper story.

The building is 40x80 feet and consists of a high basement and two stories. It is constructed of paving brick and Red Wing sand-lime brick, and hes re-inforced concrete floors and roof and iron stairways throughout.

The various departments are separated by iron dooors and door frames, with wire glass. The elevator has iron shutters

Office of the General Manager, Jens K. Grondahl

which close automatically when the temperature reaches a certain height and there are other minor devices to prevent the possibility of fire, if it should ever occur, from spreading from one department into another.

Facing the street, on the main floor, are the offices of the accounting department, the advertising department and the stenographers, together with editorial rooms and the managers office. Further back, the office of the job department, the linotype machines, the composing room, the make-up department, etc., occupy the balance of this floor.

The press room is in the basement and a more delightful, convenient and economical place for turning out press

Office of the Job Printing Department

work is nowhere to be found. On this floor is also a room devoted to the newsboys, with entrance from the outside, a spacious vault of modern construction, the heating plant and toilet room. In the rear, where goods are brought in and out, there is an ante-room closed off by brick walls and iron doors, and from which access to the elevator is had, this arrangement having been decided upon to prevent cold from coming into the press room and affecting the temperature in winter, an to shut out dust and wind in summer, when the large doors at the rear entrance are open.

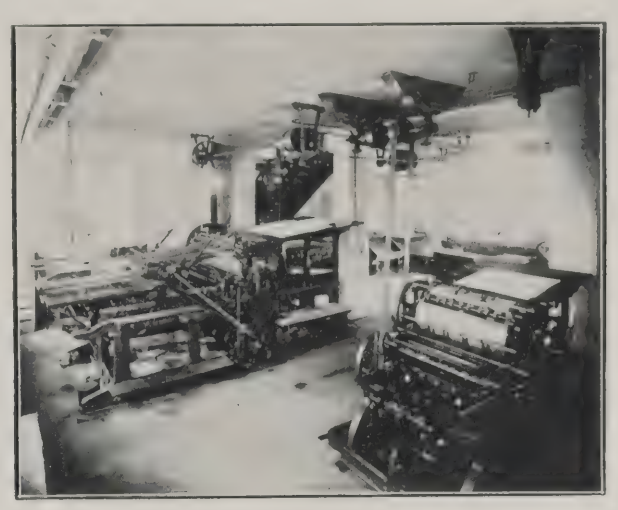
The top floor is devoted to bookbinding and blank book manufacturing and is one of the lightest and most attractive work-rooms imaginable.

A Corner of the Composing Room

On account of its fireproof construction and the distance from other buildings, no insurance whatever is carried on the building itself.

Each department is fully equipped with every possible convenience for carrying on the company's large business in an economical and efficient manner. The saving on light and insurance alone will pay the interest on a considerable sum of money, to say nothing about the quantity of stock which is saved from injury from vermin and other causes.

The effect of the well lighted and well ventilatted building and the very agreeable surroundings is sure to be beneficial to the health of employes and add to their comfort and satisfaction, resulting in more and better work with



Partial View of Press Room

less fatigue. The owners of a number of printing establishments in other cities have already viewed the Red Wing Printing Company's new plant and have concurred in the opinion that there are few, if any, similar establishments in the country so complete in their appointments and so beautifully located.

The National Editorial Association, when in Red Wing last year, dedicated the building which was then under construction, and local members spoke favorably of placing a tablet on the building commemorating the fact that Mr. Herbert, while editor of the *Republican,* called the meeting when the N. E. A. was organized, and served as its first president. The Red Wing Printing Co. was founded or organized by Mr. Herbert in July, 1877, and the *Daily Re-*

Looking from the Business Office toward the Advertising Department. Enclosure to the right is for the Stenographer.

publican was established by him in October, 1885—his company, of which he owned two-thirds, having purchased the weekly *Republican* in 1880, and continued its publication, together with the *Advance* as a semi-weekly until the establishing of the *Daily Republican.*

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.

WITHOUT taking up much time and space with introduction this month, I just want to congratulate Editor B. B. Herbert of this magazine upon his excellent handling of the stamped return envelope subject in the May number. Perhaps you have all noticed that Col. Herbert possesses a wonderful perennial mind. Like good wine, it improves with age, and seems never to lose that enviable power to penetrate to the very heart of the subject and carefully and unerringly pick out the golden threads of truth. His treatment of this question of the U. S. Government's practice of printing stamped envelopes, forms the most fair, clear and able discussion of the matter that has come to my notice. It ought to convince any jury that the department is wrong.

Roswell H. Fadden, of the Morris, Manitoba, *Herald,* answering a personal letter of mine, writes me as follows:

DEAR FRIEND:—* * * With regard to what you say about Rex Lampman, I believe you are right. All the world loves a good fighter, and as he has not been the agressor in this case, I think he is perfectly justified in the course he is taking in exploiting the "mail order" houses.

You will undoubtedly notice that I am following the instructions of the department conducted by you in making up the paper, and in setting the ads, insofar as I am capable. I enclose two specimens, not for criticism, but to find out if they are in accordance with the principles you advocate. In the large one I have made the changes outlined in your last installment, with the exception of taking out the underscore and setting the main display line in lower case. Thirty-six-point Gothic is the largest extended letter we have in the plant, and thought it best to make a full line. We have a very limited supply of type in the office, and very often I find it impossible to set an ad as I would like.

As I intend to take up the subject of Rex Lampman and his political boycott elsewhere during the course of this installment, therefore, I need not touch upon it here; but confine myself exclusively to the subjects pertaining to Brother Fadden and his own work. By referring to my May department, it will be seen that this advertisement (Exhibit 1) to which Friend Fadden refers in the foregoing letter is not exactly the same as that reproduced in the former installment, although of course there is a resemblance. This last effort, too, is an improvement. However, the under and over-scores in the head and tail of this specimen do not assist its commercial or esthetic value; forsooth, they are detrimental to both. Hitching the two couplets of panels together with those bits of brass rule that resemble the ligament that bound together the Siamese twins, was unnecessary and a veritable injury to the optical effect. These spaces between the two panels should have been left pure white, and the space above and below the line that divides the two panel couplets equi-distant to them. It is seriously questionable whether it were necessary to make the main display line a full one, or the signature full. I certainly should have preferred the signature, at least, set to the center, with a normal nut-quad space between words, than spread out abnormally to eke out the line. The jaunty air lent by the flanking cuts gives the compositor of such a specimen license for very normal work, only, whereas, Brother Fadden has achieved a strained, stiff effect by spacing for full lines, dropping in underscores, etc.

No. 1

MARCUS, IOWA, May 20, 1909.

Mr. O. Byron Copper, De Soto, Wis.,

DEAR SIR:—We are, under separate cover, sending you a few copies of the *Marcus News.* We have been in the publishing business only a few months, and the ad composition and makeup of the paper is the work of a boy of 20 years who has had only about two years of experience and that mostly while he was making his way through school. We are aware that there are many defects in style and workmanship, and desire that you give us such pointers through the columns of the NATIONAL PRINTER-JOURNALIST as may suggest themselves to you.

Thanking you in advance for this criticism, we are,

Very truly, FREEMAN & SON.

Under the circumstances it is beneath me to be too severe with the Marcus *News,* a big seven-column quarto on ready-prints. The contents of the paper are good, and the feature of keeping the displayed advertisements off the front page is highly commendable. The make-up may be materially improved by following out my injunctions as reiterated over and over again from month to month in this department: Get the larger ads to the bottom, with the little ones graduating toward the top of the pages; and all pushed to the righ-hand side of the page. Quite as simple as falling off a log, isn't it? About the only thing that the *News* is doing that is unbearable is the way it is having its double-deck heads set. The heading over the Civic Commercial League meet, in the issue of May 13, is the best heading in the entire budget of copies at hand, and ought to be adopted by the office as the proper style, and adhered to without deviation. The three words in the title of this sheet are too widely separated to look well; one almost fails to realize that they are connected or related in any way. I would cut off the period and close the three words up to the center. This would leave ample space at both ends

for a live little ad for the paper or the town. The boy's ads show that they are the work of an amateur, all right, but let us hope that they will improve as the boy studies the columns of this magazine and all other examples of good printing with which he may come in contact.

ALMENA, KANSAS., May 16, 1909.

MY DEAR MR. COPPER:—Am sending a few copies of recent issues of the *Plaindealer* and hope to have the honor of your judgement on same.

Almena is a small town, the shop is not supplied with material that, to my idea, one would select for himself.

I am trying to handle all of the mechanical work and any suggestion from you will be greatly appreciated.

Wishing the N. P.-J. the best of success, I beg to remain,

Yours truly, D. B. McKAY.

The Almena *Plaindealer* is a five-column quarto printed wholly in the home office. The front page is neatly made up and absolutely clear of displayed advertising matter. The local news-service offered through the columns of this little sheet is excellent. The local reportorial service is good and that is supplemented by news-letters from correspondents located in surrounding communities, which is one of the best

DR. M. B. VEGMAN
DENTIST
LAKESIDE, IOWA
Brighten Up Your Home with a New Piece of Furniture
Nothing would please your wife more just after house cleaning time. And, in making the purchase, visit my furniture department. I am anxious to interest you in this line of mine, and believe I can I carry everything in uptodate furniture and undertaking supplies and make prices that are the envy of competitors
FRED COPSEY, Ferryville
W R GRAVES
Wall Paper And Window Shades
The season for Wall Papering and Housecleaning is at hand. I wish to announce to the ladies of De Soto and surrounding country that I have just received a new stock of Wall Papers direct from the manufacturer and am prepared to supply your wants in a satisfactory manner. New uptodate styles, latest designs, and prices the lowest, from 8c to 30c per roll. We trim all paper bought free of charge. Your patronage is solicited. Call and look the stock over.
OLIVER NO. 5 at 17c a Day
PAINTS, OILS, GLASS, PAINT BRUSHES
We carry a large stock of the celebrated "Crown" Cottage Colors in all the new shades. A strictly pure paint guaranteed to give satisfaction. Also carry Floor Paint, White Lead, Linseed Oil Stains, Turpentine and Varnish, together with a complete and high grade line of Paint Brushes priced right
Permelac
A New and Beautiful Finish Especially Adapted for Floors, Old Furniture and all Decorative Purposes
Trunks Suit Cases
A Good Line of Trunks, Suit Cases and Bags Suitable for Ladies or Gents and sold at very Reasonable Prices
Tinteresco
A Perfect Wall Finish in White and Colors. Works Perfectly with Hot or Cold Water. Covers Well and Does Not Rub, Crack or Peel
The One Sure Way
The De Soto State Bank
Our stock is complete in all departments with New Spring Goods which will be sold at very lowest prices. Your patronage is solicited. Are offering a number of valuable premiums. Coupons on all goods.
C. H. UPHAM, DE SOTO

No. 2

subscription-getters and one of the best means of holding subscribers that I know of. DeVinne is the letter predominating in the displayed columns; long-time readers of this department know pretty well what I think of that grand old type-face for advertising purposes; but it doesn't seem to me that the compositor of the ads in this publication understands just exactly how to use it to best advantage. De Vinne, like the Gothic family, must be dealt with lovingly, carefully, sparingly, naturally—it is a clean-cut letter, but graceful and legible to a degree, and must therefore be combined only with clean-cut, graceful borders. Round-cornered brass rules (in the various bodies) are ideal for conjunctive use with DeVinne. These give the curving black masses of harmony. But DeVinne is black—don't forget that fact—and that's where the care comes in: Surround each line or mass with plenty of white, and you'll learn to love DeVinne. Don't try anything freakish with DeVinne; it is too dignified to be so exploited; it won't stand the insult; just follow plain, decent, dignified, normal schemes, and you'll soon begin to understand my affection for this popular old type-face. I wish the make-up of the other pages

A. A. ZYTKOSKEE
BARBER
GENOA WISCONSIN
Big Reduction on Jewelry
Wm. Beardsley, De Soto, Wisconsin
MANY BOOKS IN ONE
WEBSTER'S
INTERNATIONAL
DICTIONARY
Fuller & Johnson,
La Crosse or Gale Sulky Plows and Disc Harrows
W. C. SARGENT, De Soto
LATEST THING IN COLLAPSIBLE
GO-CARTS
New design, heavy seamless tubing frame and pushes, selected oak arm rests, highly polished nickel joints, highly plated, latent folding adjustment, automatic gearing, nine inch wheels retinned, solid rubber tires, telescope springs, upholstered in good quality waterproof leatherette, large black adjustable hood, folding absolutely flat, and very strong and durable. Price very reasonable
Full Line of Baby Carriages
Genuine Mohair Crushed and Plain Plush Couches $7.00 to $20
Express Wagons, $1 to $1.25; Coasters $2.50
Small Wood Wagons 35c
Stanley Morris, De Soto
AT DE SOTO HOUSE
APRIL 27, 1909
AT GENOA, APRIL 28
AT FERRYVILLE
APRIL 29
IF YOU WANT TO
FIGHT
IT OFF WITH NATURE
ALL RIGHT
F. V. EVERT, M.D
Physician and Surgeon
RETREAT WISCONSIN

No. 3

of the *Plaindealer* were half so good as that of the initial page: So many newspapers give their whole attention to making the first page all right, but neglect entirely the rest of the paper. I think it is quite as important that the back page should be neat and attractive as that the front page should be so, and also quite as important that the inner pages should be neat and attractive as that either of the first mentioned should be so. I not only think this and recommend it to others, but I practically apply it in my own paper, as I here prove by reproductions 2 and 3, the first of which is from an inner page and the second the back page of the same edition. Persons who wish to learn how to make up a paper right will do well to study these two exhibits carefully.

It affords me pleasure to acknowledge receipt of a little blotter from the Mountaineer Printery, Walhalla, N. D., with the compliments of Walter R. Lee. The

blotter has the month of June calendar printed upon it—that month of brides and flowers—and appropriately calls the recipient's attention to the Mountaineer Printery's facilities for properly handling wedding stationery orders. Good, live advertising for a print-shop.

CADILLAC, MICHIGAN, May 9, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I will greatly appreciate any criticism you may have to offer. I set this page ad in the composing room of the Cadillac *Evening News* of which place I am "unsotled." If it passes your expert criticism, I shall feel that it is a perfect piece of work.

Thanking you for past favors, I beg to remain,

Very respectfully, L. H. CURREY.

I can't read all of Brother Currey's letter as presented above, so have shoved the job of deciphering it off upon the poor compositor; but I make out the gist of it. In Exhibit 4 is the advertisement to which the brother has called my attention, and on which I am pleased to place my O. K. as *one of the finest ads that ever came to this department.* Which is an additional proof of a former statement I made in these columns, that "a good hand-write is no mark of a good printer." The compositor of this advertisement knows about all there is to know of good advertisement composition. I don't wish to flatter him, nor to spoil him with pretty speeches, but it ought to do him good to know that

YOUR CREDIT IS GOOD
Young Man, Get Married!
YOUR CREDIT IS GOOD
We Sell Everything on the Easy Payment Plan—Just Pay a Little Each Pay Day
Get Married—Let The Webber-Ashworth Co. Furnish Your Home
Our Rug and Carpet Department is Most Complete
Everything Sold on Easy Terms
St Johns Pedestal Tables
$11.00
Handsome Buffets
$22.00
The Best Cotton-Felt Mattress—The "BANNER" Kind
A Word or Two on Lace Curtains
Our Lace Curtains Sold on Easy Terms
Never-Sag Spring
Special $8
We Handle a Full Line of the Famous Ohio Brass and Iron Beds
From $1.75 up
A Machine of Merit
$25.00
Rocking chair Values
$5.00
Full Turkish Rocker
$25.00
Chinaware Department
Don't Fail to See This Magnificent Bedroom Suite
Special $19
Buy the McDougall
$15 and up
This Couch at
$8.50
Geo. C. Webber
F. H. Ashworth
The Webber-Ashworth Co.

No. 4

I think that a man who can set so perfect an ad deserves a high place in his calling. The original of this ad was printed in two colors, red and black, and, while a very good register was attained, yet in some instances the lines in red were slightly dislocated. To make up such a big form as this for two colors is no small undertaking, and, therefore, that some of the red prices did not hit just exactly the right spot is not surprising. Outside of that this is "a perfect piece of work," indeed.

TRAER, IOWA, May 15, 1909.

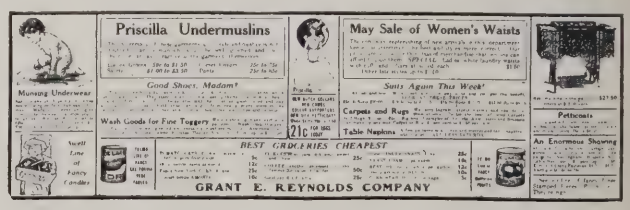
O. Byron Copper, De Soto, Wis.

DEAR SIR:—I send you by this mail copies of our first two issues of the new *Star-Clipper,* as enlarged to a seven column quarto, all printed at home without the use of any plates, in a town of 1,500. I would be very glad to hear your opinion of the paper. It comes nearer to my ideal than anything I have been able to get up heretofore. I have an honest circulation of a little over 3,000 copies, in fact, the average number printed the last year is almost 3,100. I have about fifty township correspondents. Very truly, E. E. TAYLOR.

Some readers may sometimes wonder why I persist in quoting these letters which I get from contributors, although the explanation is right in the letters themselves. Now, here's this one from Brother Tay-

No. 5

lor, which, I am sure, contains more in its brief lines than I could say in twice the space—more because it carries the conviction that rightly belongs to the narrative of fact, true and tried. Just think of it: In a town of 1,500 people, and that town not a county-seat, and having an average weekly circulation of 3,100 copies, which is conceded the world's record in the *Star's* class. And now then look at Brother Taylor's letter again: Almost in the same breath that he tells of his big circulation he hastens to add that he has "about fifty township correspondents." Is that enough for you, Mr. Grumbler against the little country news-letter? There's more fun made at the expense of the country correspondent, perhaps, than over anything else journalistic; and hundreds of editors and newspaper men join in cursing the things as silly and obnoxious abominations, but just the same the country editor who is wise enough to get just as much of that



No. 6

sort of thing into the columns of his paper as he can accommodate is the wise-guy that's making good nowadays. I know to the average cultured writer the average country news-letter is nauseating; I sometimes find the task of proof-reading doubly irksome just on account of the news-letters they contain; but there are exceptions to the news-letters and little or no exception to the public's appetite for them. The *Star-Clipper* is now a model country weekly and a remarkable model at that. I wish you could have read the editor's review of the paper's past thirty-one years of existence, as exploited in a late issue. Up-to-date composition,

make-up, (including clean front page), editorial work, and presswork, are all up to high standards. Exhibits 5 and 6 are two samples of the ad composition.

PATEROS, WASHINGTON, May 17, '09.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of the first issue of the Reporter for criticism.

Hoping you will see a little good in it, I am,

Yours fraternally,

ARTHUR R. DODD.

Well, now, Brother Dodd, I should say it were not hard to find much good in the Pateros *Reporter*. It's a nice, neat, clean, newsy, progressive little paper—little now, being a six-column all-home-printed folio—but destined, methinks, to grow. Brother Dodd (I take it he is responsible himself for most of the good points, mechanical and otherwise, about the *Reporter*) is a good printer and understands how to get things

THE PATEROS REPORTER

Pateros and the Methow Valley

Methow News Items

Fourth Union High School

Pateros to Have Water System.

Athletic Association

Stock Yards Enlarged

Who's Who And Why in Pateros.

Dope For The Base Ball Fans

No. 7

up in tasteful, attractive shape. Exhibit 7 is a picture of the front page. The paper is well printed, well patronized, and generally well gotten up. May its success be limitless!

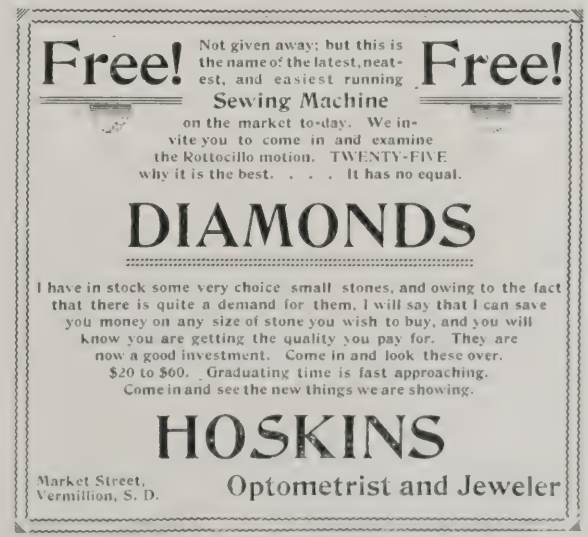
Rex H. Lampman needn't think he's the only pebble on the beach—nor the only young country editor who has a political squabble on his hands. Editor H. C. Chappell, he of the romantic periodical of the mountains of Hyden, Kentucky, called *Thousandsticks*, is unfortunate enough to entertain a desire for good, clean local government and good, clean, fair and square public officials, and, as a result of some criticism on his part growing out of that aforesaid desire, in which some rather shady-looking actions of a certain county judge are overhauled and aired, Editor Chappell and his *Thousandsticks* are now facing a $5,000 libel suit. But Brother Chappell is evidenly one of those kind of men that, according to the hackneyed saw as quoted by Brother Fadden in a letter given in the earlier part of this installment, "the whole world loveth"—he's a fighter; and nothing daunted, he's going right after the alleged grafter stronger than ever. And to cap the climax, Mr. Chappell is a candidate before the Republican primaries for the nomination of clerk of Leslie county court. I don't approve of a country editor getting into politics (if he can help it) nor into public office; but, just the same, I can't forego wishing Brother Chappell success in both.

The mail that has just come in at this juncture brings me another copy of the Morris, Manitoba, *Herald*, in which I find the same ad which I have

No. 8

reproduced as Exhibit 1 in this installment, with the underscores removed, and I must say the improvement is appreciable. If the signatures had just been fixed as I recommend above, it would now be a very presentable ad. (Exhibit 8.)

By gosh! I'm tickled! The Dakota *Republican*, that grand Willey & Danforth creation from Vermillion, S. D., comes to me as I write these lines with a front


Free!
Not given away; but this is the name of the latest, neatest, and easiest running
Free!
Sewing Machine
on the market to-day. We invite you to come in and examine the Rottocillo motion. TWENTY-FIVE why it is the best. . . . It has no equal.
DIAMONDS
I have in stock some very choice small stones, and owing to the fact that there is quite a demand for them, I will say that I can save you money on any size of stone you wish to buy, and you will know you are getting the quality you pay for. They are now a good investment. Come in and look these over. $20 to $60. Graduating time is fast approaching. Come in and see the new things we are showing.
HOSKINS
Market Street, Vermillion, S. D.
Optometrist and Jeweler

No. 9

page perfectly free from the displayed ads to which I so long and persistently objected. The paper looks thirty per cent better—is thirty per cent better. That was

about all the *Republican* lacked to make it perfect. Exhibit 9 is one of the *Republican's* striking ads.

And here is one of my own state contemporaries, the Rock County *Banner*, published by F. R. Helmer, at Clinton, Wisconsin. It is a newsy, six-column quarto with ready-printed interior, but I am sorry to observe that it has not yet joined this department's clean front-page club. Ads on the front page is not the only respect in which the *Banner* does things wrong—but doubtless it knows that as well as I can tell it. Some newspaper men do; but they, like the rest of us common sinners, always have excuses abundant as to why they do so; so, what need of criticism?

Another state contemporary of mine is the Belleville, Wisconsin, *Recorder*, a five-column quarto weekly on ready-prints, by E. R. Adamson, whom I have mentioned on several proper occasions in the past. On April 30 last, Brother Adamson celebrated the third anniversary of the founding of the *Recorder* at Belleville, and judging from the fact that within that three years the brother has installed over a thousand dollars' worth of improved, labor-saving equipment, everything is indicative of present prosperity and many times three years more of life. As I have remarked before, Editor Adamson gets out a pretty decent little paper, although at present he's carrying just a little bit more plate than a paper the size of the *Recorder* will stand. He maintains a clean front page, makes his paper up pretty nearly right, and is far from a failure as a newspaper man.

E. Kennedy, of the office of the *Daily Chronicle*, Centralia, Washington, sends me this page advertisement,

L. A. KNOX & CO.
Oldest and Most Reliable Dry Goods Store

Don't forget when shopping in Centralia to shop at

Knox's, 525 Center Tower Ave., Centralia's oldest and most reliable Dry Goods store, housed in the handsomest building of its kind in the city. For nearly a quarter of a century our reputation for combining quality and low prices has been steadily growing. We would like to number you among our patrons.

We've a Grip on the Dry Goods Trade.

This establishment has long been known for the excellence of its Dry Goods, the reliability of every article of merchandise it sells and its ability to show always the latest styles. We hear daily such expressions as this: "I always come here for my dress wears because I have perfect confidence in the house." It is on account of our reputation as a square Dry Goods House that we do an exclusive business. A trial will convince you.

We Have Placed on Sale Ladies' Suits

Fine Tailored, the latest fabrics in handsome spring shades. A perfect fit guaranteed. The fabrics are fine summer weights worsteds, serges, prummellas in nobby stripes and plain colors, showing an assortment of two-piece suits and Princess suits

Prices.— $8.00 $11.25 $12.98 $13.85 $14.98 $16.25 $21.98 $22.75

A great deal has been said

in the past about suits as well as dry goods bargains—special offerings, etc., etc., but it remains for the store that "always has it for less" to give the biggest values and here you are—and mind you, we court comparison, for it is only by comparison we profit by receiving you as our customer

Another month of remarkable suit selling

Scheduled for May. If you want a pretty, stylish, practical suit and want it at an unusually low price you'll buy one here. The line is complete with all new effects in correctly tailored types and moderate prices. In buying suits of unequalled style and quality every effort has been made this season to have this the unparalleled offering in spring suits and ready-to-wear garments. How well we have succeeded is best shown by the incessant demand increasing daily. We are keeping up the variety and values by daily additions from supreme shipments

Compare our Qualities and Prices with those offered elsewhere and be convinced of the advantage of purchasing here

L. A. KNOX & COMPANY
525 Center Tower Avenue
Centralia, Wash.

L. A. KNOX & CO.
Oldest and Most Reliable Dry Goods Store

Display of Summer Parasols

Price $5.68

Price $2.17, $3.17, $3.67 up

Price $4.17 to $6.68

Price $5.63 to $6.48

Summer Underwear

Hosiery Department

Long Kimona and Princess House Dresses

Short Kimonas and Dressing Sacques

Shirt Waist News that is Worth Knowing

Women's Wool Princess Dresses
Price $16.00

Women's New Empire Dresses
Price $18.98

Women's Taffeta Silk Dresses
Price $12.98

New Corset Cover Embroidery

Big Values in Embroideries and Laces
for 5c a yard
for 5c a yard
47c, 60c, 75c up

Dress Goods Specials
A Few Snappy Bargains in Our Wash Goods Department

Fancy Plaids and Mixtures

All Wool, Fancy, Plain

Pongee Silk
60c, 98c, up

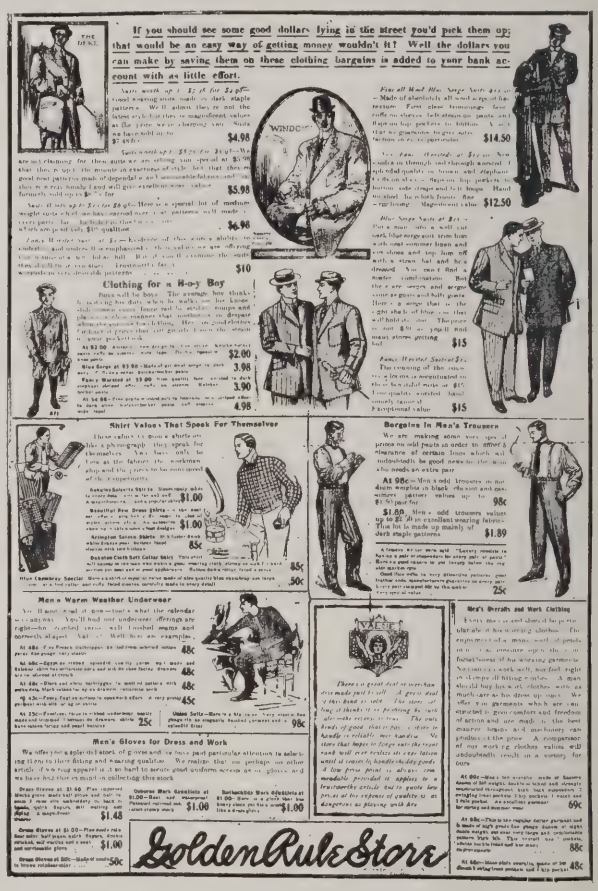
Women's Muslin Wear

Klosefit Petticoats
$1.27 to $2.48

Notable Showing in Dainty Lingerie Dresses
$2.69 each

No. 10

(Exhibit 10) asking for its reproduction and criticism, stating that it is the work of a friend. Wm. Dunckley. The advertisement is a veritable abortion, amateurish, unsightly, and fashioned after obsolete, accidental, unattractive styles. It is worthy of no further comment, and certainly not worth the space it occupies here, but is shown simply as a courtesy to Brother Kennedy's request.

A May issue of the Robinson, Kansas, *Index*, a bright, six-column quarto, was swelled beyond its usual size—yes, doubled in size—on account of the biggest advertisement that has ever been heard of in a Kansas country newspaper, the same being four

If you should see some good dollars lying in the street you'd pick them up; that would be an easy way of getting money wouldn't it? Well the dollars you can make by saving them on these clothing bargains is added to your bank account with as little effort.

THE DEVIL

WINDOW

$4.98
$5.98
$6.98
$10

Clothing for a Boy

$2.00
3.98
3.90
4.98

$14.50
$12.50
$15
$15

Shirt Values That Speak For Themselves

$1.00
$1.00
85c
85c
50c

Bargains In Men's Trousers

At 98c
At $1.89

Men's Warm Weather Underwear

48c
48c
48c
25c
98c

Men's Gloves for Dress and Work

$1.48
$1.00
$1.00

Men's Overalls and Work Clothing

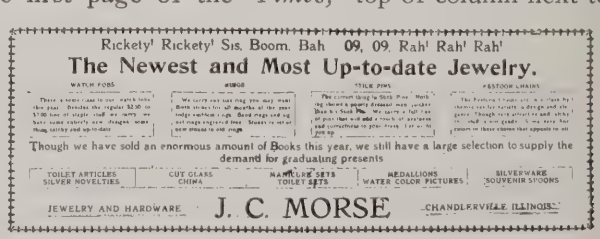
69c
88c
48c

Golden Rule Store

No. 11

pages bought and used by the Golden Rule Store of that place. In Exhibit 11 I show one of these page advertisements, selected at random. It will be observed that the *Index* compositor treated the work very creditably.

Exhibit 12 is the reproduction of an ad clipped from the Chandlerville, Ill., *Times*. Originally it occupied the first page of the *Times*, top-of-column-next-to-


Rickety! Rickety! Sis, Boom, Bah 09, 09. Rah! Rah! Rah!

The Newest and Most Up-to-date Jewelry.

WATCH FOBS
SPOONS
STICK PINS
VESTCHAINS

Though we have sold an enormous amount of Books this year, we still have a large selection to supply the demand for graduating presents

TOILET ARTICLES SILVER NOVELTIES
CUT GLASS CHINA
NAMELESS SETS TOILET SETS
MEDALLIONS WATER COLOR PICTURES
SILVERWARE SOUVENIR SPOONS

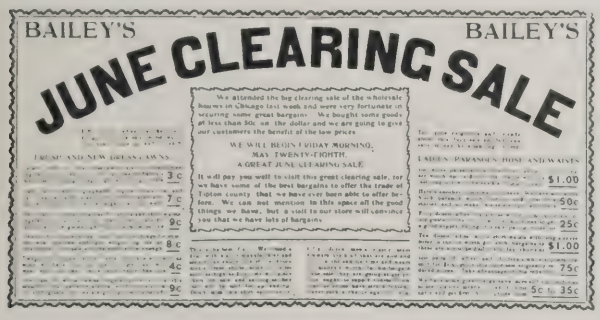
JEWELRY AND HARDWARE J. C. MORSE CHANDLERVILLE ILLINOIS

No. 12

pure-reading-matter. If there was anything else more preferred in position, doubtless the advertiser would have been accommodated. It is a fairly neat-looking

ad, but is nevertheless not without flaws: For, instance: The college yell at the top should have been set in caps of a smaller face much to the betterment of the thing. And the heads over the matter in the four panels ought to have been included within the panel instead of cocked up over them. That way it takes a good deal of figuring on the part of the reader to "savvy" that the heads appertain to the matter that follows. The dinky leaders at the ends of the two lines flanking the signature, together with the underscores, are all useless and detrimental. It took time to get them in there which was all wasted.

Friend Tom Mc-Gregor, that ad-genius of mine with the *Leader* at Covington, Tenn., drops me a postal calling my attention to the advertisement which I here reproduce as Exhibit 13. He adds: "You will notice that I did not use any leaders in the price list, this privilege being granted by the advertiser." By reference to the said reproduction the reader will note how



No. 13

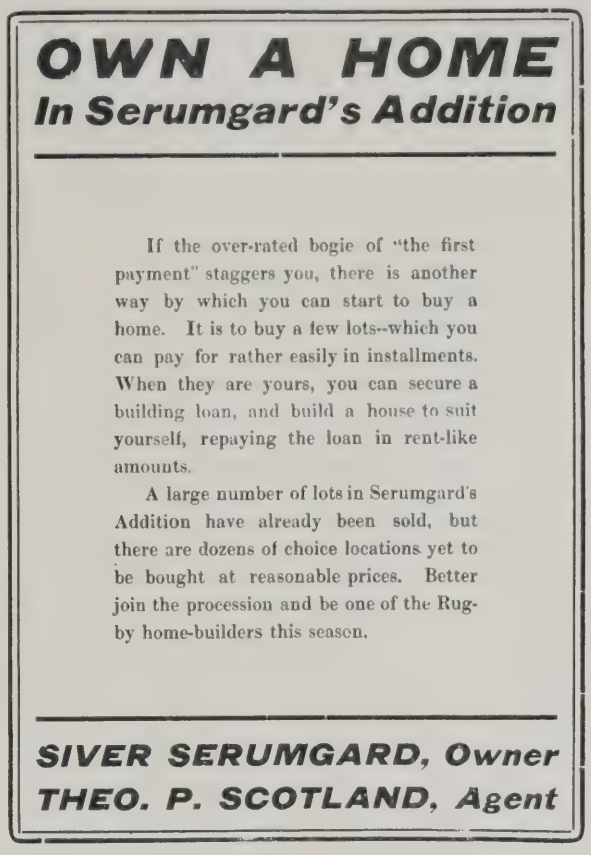
adroitly the use of leaders was avoided. I trust no one will gainsay me when I declare that the ad is a beauty. Curved lines form an antiquity that many of us today cannot even recall as popular, and shops supplied with curved quads are those that have been in existence for at least a few years; but even though we have all agreed that curved lines have fortunately passed for *good,* we cannot help agreeing also that curves can be made mighty effective at times, just as Tom McGregor has made them in this ad. This ad is a clever piece of work all through and not at all impractical.

Maybe a printer ought to be allowed a little more than common license in setting up an ad for a painter—

No. 14

and probably that is the way the Walhalla *Mountaineer* ad-man felt about it when he conceived this rather fancy specimen (Exhibit 14.)

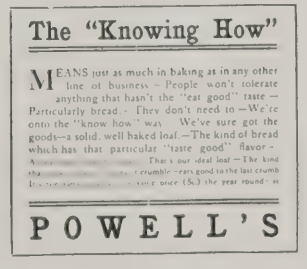
Here (Exhibit 15) is an ad from the Pierce County (Rugby, N. D.) *Tribune* that's worth while. Observe


OWN A HOME
In Serumgard's Addition
If the over-rated bogie of "the first payment" staggers you, there is another way by which you can start to buy a home. It is to buy a few lots--which you can pay for rather easily in installments. When they are yours, you can secure a building loan, and build a house to suit yourself, repaying the loan in rent-like amounts.
A large number of lots in Serumgard's Addition have already been sold, but there are dozens of choice locations yet to be bought at reasonable prices. Better join the procession and be one of the Rugby home-builders this season.
SIVER SERUMGARD, Owner
THEO. P. SCOTLAND, Agent

No. 15

the dignity, the neatness and elegant whiting out in evidence in this specimen.

The Hinsdale, Ill., *Doings* ad-man is a fine mechanic, but in nearly every one of his creations there's a flaw in detail that spoils the whole business. For instance: Specimen 16 just lacks a two-point lead be-



No. 16

tween the underscore and the display line to make it right; and did you ever realize that an ad with a single rule around it as a border would not stand a double rule underscore in it of the same face as the border?

I have before me a big bunch of the Garland, Texas, *News,* in several copies of which many of the ads and much other matter is marked with a lead pencil; and I am going to forego any criticism thereon until I get some enlightenment by mail—until I hear from

the person who made those marks and get a little information as to what they mean.

The Glidden *Graphic,* that excellent Iowa sheet which I took just occasion to compliment in this department recently, used the comment doubtless to good advantage in its own columns of a subsequent issue, illustra-

John Deere and Fuller & Johnson Machinery

We are prepared to meet your every want this year in the way of all farm machinery and implements. We have the Fuller & Johnson plows, planters, and cultivators—the old reliable line. The John Deere plows and planters—none better made. The Fuller & Johnson Gasoline Engine—a dandy. The St. Louis buggies and the U. S. Cream Separator—all good ones.

H. C. Carpenter, Ralston, Ia.

No. 17

ting the same with the cuts employed in the review in this journal. Exhibit 17 is one of the lesser ads from the same edition of the *Graphic* which is both neat and pleasing.

An all-home-print five-column quarto weekly is the *Independent Herald* of Bertrand, Nebraska. It is a bright little paper with a clean front page and a very liberal advertising support. Typography is neat and impression good.

Editor Lyman E. Stoddard of the Wynnewood, Oklahoma, *New Era,* don't have the pages of his excellent paper made up right mechanically, but when it comes to a brilliant department of editorials, he's strictly in it. He's a very able writer and gives his readers full benefit.

Along toward the beginning of this installment I promised to tell you something more of my friend, Rex. H. Lampman, editor and publisher of the *Chronotype* at Neche, N. D., (against whom through the instigation and influence of one Senator Judson LaMoure, who owns a couple of stores in Neche, and who came within eighteen votes of losing a senatorship and his exalted position as a political boss, all on account of Rex, the local business men and merchants instituted a boycott, simply because Rex saw through a cleaner set of eyes than they, had higher ideals, and therefore helped ferret out and expose the corruption of certain politicians and a local political clique)—and I shall have to do it quick, or entirely break my promise. It seems that the local business men, headed by LaMoure himself, withdrew their support from the paper all at once and straightway began doing all within their power to ruin its young publisher and starve or drive him from the field. But Rex. H. Lampman is made of the mettle that is not easily driven. He is a natural born newspaper man and wields a pen far mightier than a dozen two-edged swords. He knows a lot about the mechanical side of the calling to which he was born, too. He came back at his local boycotters by accepting advertising from the big mail order houses. Chicago, and Grand Forks merchants clammored for *Chronotype* advertising space in which to make a bid for the business of the farmers in the vicinity of Neche. No sooner, too, had the attempted boycott against young Lampman become generally known than the state press from border to border (with one or two insignificant exceptions) threw all partisan feeling aside, and, with true fraternalism, took up the support of Brother Lampman, scoring Neche's pin-headed business men and denouncing Judson LaMoure's alleged part in the boycott. The natural result thus far has been that Neche as a town and Judson LaMoure as a politican have gotten a state-wide—more than a state-wide-newspaper advertising that has shown them both up in their true light and given them a beautiful "black eye" from which neither need ever hope to fully recover. And there's no newspaper man in the United States of America who will not say it serves 'em both right. And as for Rex. Lampman, the genius who has

WHOLESALE TO YOU!

Be Your Own Merchant and Save 20 to 40 Per Cent

We Pay the Freight

ALL GOODS GUARANTEED OR MONEY REFUNDED

DEERING MERCANTILE COMPANY 15-60 WABASH AVENUE CHICAGO, ILLINOIS

REFERENCE ANY BANK OR BUSINESS IN CHICAGO

CATALOGUES WILL BE SENT FREE ON REQUEST

No. 18

been the cause of this double *denouncement,* it is exactly as the editor of the Rapid City, Manitoba, *Reporter* puts it: "They may compel him to move, but it will be only when he finds life in a graveyard untenable, and the companionship of the dead unbearable." As an appropriate coda to this war song, let us join in admiring this ad clipped from the columns of the *Chronotype,* and which goes to show how beautifully Editor Lampman is taking care of his mail-order advertisers. (Exhibit 18.)

BRAIN LEAKS.

The size of the house is not the true measure of the home.

Perhaps there would be less talk of equal rights if the wrongs were more equally endured.

The enjoyment of a meal depends about as much on who's around the table as what's on the table.

A lot of men who think they can manage the finances of the Government complain about the difficulty of financing a furnace.

The creeks that were powerful big streams when we were boys are mighty small rills when we return to them as middle aged men.

A lot of men are always demanding license in the name of liberty.

Ownership of money is vastly different from ownership by money.

—*From Wm. J. Bryan's Commoner.*

F. E. Andrews of Bloomer, Wis., chief clerk of the Wisconsin Senate, has been appointed secretary of the Wisconsin Press Association, to fill the unexpired term of the late R. W. Cheever of Clinton, postmaster of the Assembly, who died. Mr. Andrews is now engaged in arranging the program for the annual meeting of the association, to be held June 28, 29 and 30 at Superior.

THE SCHOOL OF PRINTING

CONNECTED WITH WINONA TECHNICAL INSTITUTE, INDIANAPOLIS.

VERY editor, employing printer and craftsman connected with the printing business should interest himself in the trade school movement. Those who have made a study of the situation realize that it is through the trade school alone that the ever-increasing demand for skilled labor can be satisfied and this only through the active and hearty cooperation of all whose interests are immeditely effected.

Among the several schools of printing throughout the country none, perhaps, enjoys more favorable advantages than does the School of Printing connected with the Winona Technical Institute, at Indianapolis. In point of extent, quality and value of its equipment, this school unquestionably leads all others. Its faculty, comprised of four specialists in their respective departments, has been chosen with great care and a system of instruction of high order has thereby been insurd. The environments of this school are exceptionally conducive to the moral, physical and material uplift of its student body.

Its central location is in its favor, and the extent and beauty of its grounds, its substantial and commodious buildings and the completeness of its arrangements for the health, comfort and morals of its patrons are at once a revelation to its friends and visitors. In order to obtain an appreciable conception of these conditions as well as of the progess made at Winona, one must visit the Institute and become familiar with the work accomplished there. From the time the visitor enters the "Gateway of Opportunity" until the last trade school has been visited, his interest will increase and he will go on his way a convert to the trade school plan.

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The Linotype Machinist-Operator Course consists of eight weeks' instruction. The School of Printing not only teaches its students how to operate the Linotype, but also makes machinists of them, so that they may take care of the Linotype when repairs become necessary. In the School, the Linotype machines are taken apart by the students, the parts are carefully studied, and the machines are re-erected under the direction of a competent instructor. That the linotype may be successfully mastered, one should have some knowledge of hand composition. Students who have this knowledge are at once admitted to the Linotype class, but

those who have had no previous experience in printing are required to take a short preparatory course in the composing room of the School. Over one hundred young men and women have already graduated from the Linotype Department of the Winona Technical Institute School of Printing. The per cent that have made good is very high, proving that the Linotype instruction at this institution is thorough, and a guarantee of success to any student who has an aptitude for the work, and applies himself faithfully.

UNRESTRICTED SELFISH UNIONISM, A MENACE TO THE NATION, A CURSE TO MANKIND AS APPLIED TO LABOR

DESTROYS COMPETITION, BREEDS MONOPOLY, INCREASES THE COST OF LIVING, PREVENTS A SQUARE DEAL AMONG WORKERS, DECREASES PRODUCTION, DENIES INCENTIVE AND PROPER REWARD TO THE EFFICIENT, DRIVES THE OLD OUT OF WORK AND TO A CONDITION OF WANT AND PAUPERISM.

AMONG the incivilities, by which mankind or individuals provoke and irritate each other, selfishness finds itself in extraordinary proportions.

Capital, through oppression, has given birth to Unionism. Unionism through her false sense of justice, has given birth to a condition that will exterminate both. It is of the latter that requires some attention, the former will experience the value of this attention.

The primary causes of Unionism is to demand of Capital that which Capital refuses to give—higher wages. Suffice to say, higher wages come.

Unionism does not confine itself to one industry, or two, but includes every industry that manufactures or produces commodities for the existence of mankind.

The Plumbers' Union cannot say to the Clothes Cutter, "You cannot form a Union," or to the Electrical Worker, "You cannot form a Union," or to the Miller, "You cannot form a Union." Unionism is very liberal. If one industry has the right to form a union all industries have the same right, therefore, the Cutter forms his union, the Electrical worker his union, the Miller his union, the Butcher his union, the Shoemaker his union, etc., for the primary purpose of demanding higher wages for their members.

The Plumbers' Union, in demanding an increase for their members from Capital, cannot deny the same privilege to the rest of Unions.

Capital, upon the demand from the Plumbers' Union, says: "If we grant this increase we will of necessity have to raise the price of our production to the consumer.

Plumbers answer: "We care not what you charge. Raise your price, we are not buying plumbing. Let those who need plumbing pay for it."

Likewise the Electrical worker, the Cutter, the Miller, the Butcher, the Shoemaker, etc.

Is it possible the plumber is so blind that he cannot see that he is paying for plumbing every time he buys bread, or clothes, or any other commodity he requires?

Have not the Unions discovered that the price of commodities have been on the increase since the birth of Unions to such an extent that through their selfishness they have demanded further increases from Capital?

Have not the Unions overlooked the opportunity Capital has had by increasing the prices to the consumer in excess to the increase demanded of them for labor?

Can Capital and Labor conceive in the above arrangement anything but destruction of competition in foreign markets?

Therefore a menace to the nation

Justice cannot mean the right of Capital to do a harm to Labor, and, for an adjustment of same, Labor to do an equal harm to Capital. This arrangement but placed the one as pace-maker and if continued will kill both.

The reverse of this arrangement can but mean the right of Capital to do good to Labor, and for an adjustment of same, Labor to do an equal good to Capital, and the pace-maker will allow both life.

Having just glanced at a condition bordering on insanity a more serious charge finds its birth in Unionism.

Mankind chooses for its own a people, not only young, but old, not only intelligent, but ignorant, not only thrifty, but thriftless. Likewise Unions claims all these in moderation.

The young, after serving an apprenticeship and gaining a knowledge of a certain industry or trade, are admitted to a union with the advantage of a physical condition over the old.

The old, after serving an industry, a Union, and as a teacher for the young, finds as he ages his inability, through a natural physical condition, to compete with the young. Capital recognizes this truth and discards the old for the young. Capital cannot say to the old "although recognizing your faithful services in the past, we can no longer afford to pay you the scale demanded by the Union because of your inability to compete with the young, but will pay you for what you can produce in comparison with the work of the young."

Unionism will not allow this arrangement—the one is a scab, the other an oppressor.

But for the old he must either seek some new vocation, of which he is less qualified, and uncontrolled by Unionism, or resign himself to the good graces and expense of the Union, which disqualified him. This Union which assumed and relieved Capital of the responsibility of his support for which Capital justly offered.

A, B and C, all members of the Engravers' Union, employed by the same employer, all doing the same class of work, all enjoying the same minimum scale of wages: the ability of A allows him to produce a certain number of cuts per day. B's ability allows him to produce a greater number. C's ability allows him to produce a still greater number than A or B.

"With justice to myself," says C to his employer, "in comparison with the amount and quality of work of A or B, I feel entitled to a greater compensation than A or B receives. I can turn out more and better work than either."

"Right you are, C. I have noticed that. What, in your opinion, should you receive?" asks his employer.

"If I can turn out one-half again as much as A," says C, "I believe I am entitled to one-half more pay, am I not?" "Upon second thought, C," says the employer, "I find A and B are not up to your standard. It is not true that I am not paying you enough, but that I am paying A and B too much."

The Union does not allow the employer to decrease A's or B's wages, nor can it force the employer to pay C more for his services without increasing A and B. The employer has the right if in his judgment he can secure from the Union in place of A and B two such as C; but experience teaches him mankind are not all alike, and he finds consolation in the thought that although A, B and C are not producing alike, their combined production compensates him for the salaries demanded of him by the Union, in other words, he strikes an average of the production of the three. Through this arrangement C becomes dissatisfied. He ceases to produce more or any better than A, likewise B.

What incentive is there for C to become any greater or to produce more than A?

What is this system that places the inferior as a standard for the superior? What is the system that destroys the moral fibre of man by her teaching of superstition? That destroys the incentive for man to become great? That destroys the individuality of mankind—Unionism.

Therefore a curse to mankind.

E. L. Sabey. 2503 Hermitage Ave., Chicago, Ill.

REVIEW OF JOB PRINTING

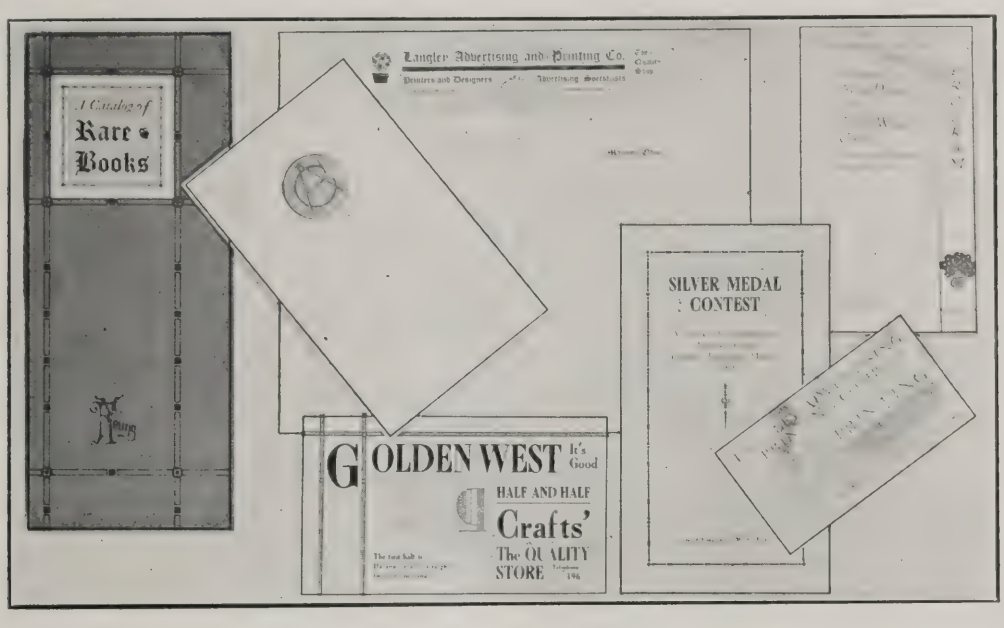
BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

THE letter head contest, while not developing as many contestants as was hoped, was at least successful to the extent of finding for the publishers of *The Cement Era* a letter head exactly to their liking. The lucky contestant to secure the order for 5,000 heads is our old friend Howard C. Hull of Asheville, N. C., whose work is reproduced on our colored insert in nearly full size. It is in black and red, on linen-finsh Textile bond. It will be noted that the head is entirely in one series of type, and that series of a design somewhat closely approximating the style of headnig used by *The Cement Era*. This type is especially appropriate for a publication devoted to technical topics, machinery, etc. The display is very well balanced, bringing out strongly the name of the publication, yet not allowing it to stand completely alone. In other words, the head is a unified whole, of which the name of the publication is the most prominent component part. And this is as it should be. The ornaments are especially adapted to a publication whose purpose is to disseminate knowledge. The only possible criticism to be offered on the job is that the rule across the top is somewhat heavy. There are several ways in which this objection may be overcome, possibly the best being to use a narrower rule for the red, closing the black rules up against it. Another method would be to use a narrower red rule, leaving the black as it is now, thus throwing two lines of white between the red and black on either side. This might, however, give too much of a "barber pole" effect. Still another remedy would be to use a lighter shade of ink; but this would of course lighten the rules and ornaments in the center of the head, which are now very well balanced against the black.

Second and third choice is given by the *Cement Era* to specimens submitted by Winfred Arthur Woodis, Worcester, Mass., and S. H. White, Rock Hill, S. C., respectively. Mr. Woodis has printed his specimen on Woronoco bond, with the main line in a deep orange. The lines below it appear to me to be too prominent. They might have been set in a smaller size, making the lines somewhat shorter. The word "to" should not be capitalized.

Mr. White has his on plain London bond, with the background in a light blue tint. It is a very good piece of work, but would be improved by having the initials in a larger size, giving a cap. and small cap. effect.



Specimens by L. H. McNeil, Marion, Ohio.

Hull submitted three other entries, two of which are exceptionally meritorious. The paneled head I do not take a fancy to. It includes too many styles of type, combined with too much rule work and ornamenation.

Mr. Woodis also submitted another specimen. The color used was a light blue tint, so that the reproduction does not show the true balance of the original. On first glance the head gives one an impression of being bare and unfinished around the main line.

It is of interest to note, as I have done in the separate proofs submitted, that the specimen from W. G. Moore presents a much better appearance without the color, leaving white space where the color is printed.

Mr. Wietlispach has given us a good head, but it was rejected as being too decorative for a technical journal.

I should like to show and comment upon all the entries, but cannot do so for lack of space.

In Class 2, composed of those who have never before won a prize in any contest, the honors go to F. A. Van Gelder, Lima, N. Y.; Warren S. Dressler, Camden, N. J.; and Richard Hartman, Centralia, Wash., in the order named.

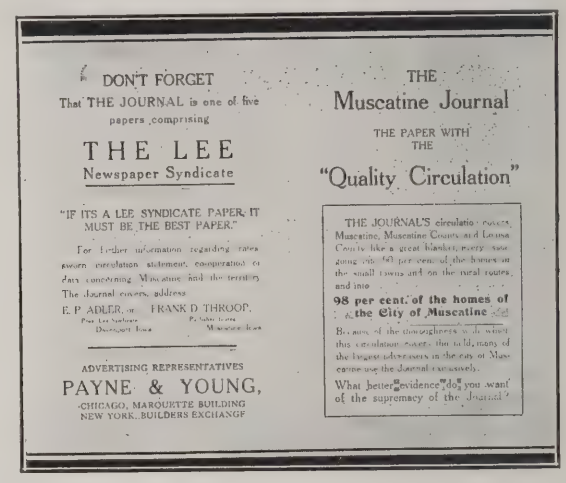
Mr. Van Gelder gives too much prominence to the office addresses of the paper. Mr. Dressler would have a very satisfactory head if it were somewhat reduced in size. Mr. Hartman has gone to the other extreme; he might well have used a larger size of text for the name of the paper, using the same length of line, without letter spacing.

W. R. Howe, Beebe Plain, Vt.—There seems to be a tendency toward rather too heavy display in your letter heads. In fact, I think a large part of printerdom needs to call itself to a halt in this direction and calm down somewhat. A letter head is neither a signboard nor a newspaper advertisement, and should have a different treatment from either of these. Primarily its purpose is to let the recipient of a letter know at the outset who the letter is from. This does not require any undue amount of black ink; in fact, such a display is not consistent with the dignity which should attach to a letter from one man to another. We may all of us with propriety look to our work with a view to improvement in this regard.

This is a little blotter which Howard C. Hull sends out in an envelope addressed to "Mr. Modern Business Man, Asheville, N. C." In the same envelope

is also a little folder telling some plain facts on "The correct use of Type, Ink and Paper." Hull also sends me a bunch of good letter heads, among them his latest design for his own shop, which is here shown. The ornaments and rules across the top are in light blue, the line "Good Printing" in red, and the rest of the head in dark blue. It is printed on azure bond, and makes altogether a very satisfactory head. Mr. Hull's modesty led him to put his name in a size rather smaller than the circumstances might justify.

This little folder, issued by the *Journal* of Muscatine, Iowa, is reproduced simply to call attention to the finish which a border of this kind gives to a job. Run in this way, it gives the effect of being woven into

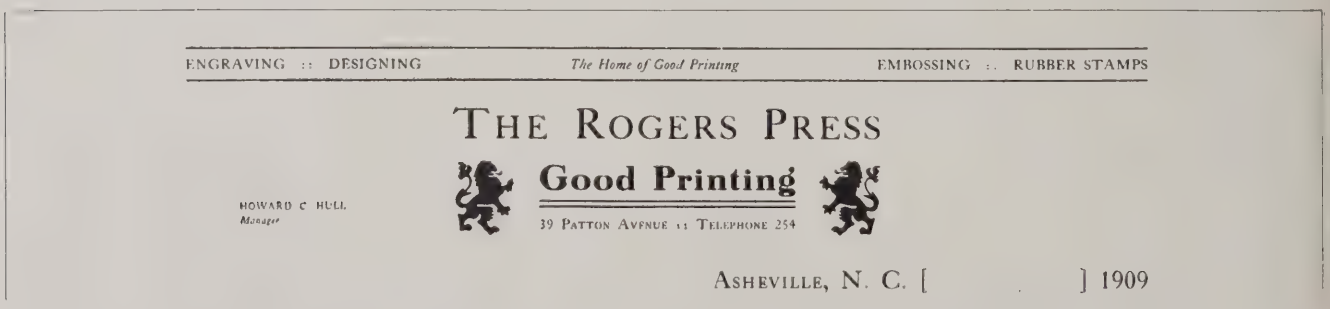

DON'T FORGET
That THE JOURNAL is one of five papers comprising
THE LEE
Newspaper Syndicate
"IF ITS A LEE SYNDICATE PAPER IT MUST BE THE BEST PAPER."
THE
Muscatine Journal
THE PAPER WITH THE
"Quality Circulation"
98 per cent. of the homes of the City of Muscatine
ADVERTISING REPRESENTATIVES
PAYNE & YOUNG,
CHICAGO, MARQUETTE BUILDING
NEW YORK, BUILDERS EXCHANGE

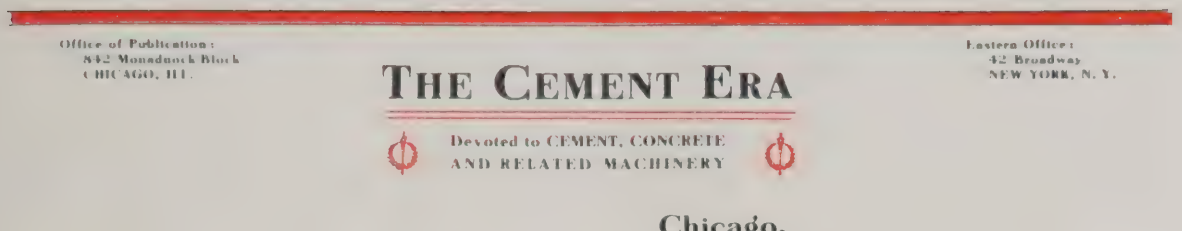
the paper rather than printed on it. Especially is this true if a light shade of ink is used, and none of the type matter is run in the same color.

D. B. McKay, Almena, Kan.—You would have done better to get out a neat, well printed job in one color than to rush through a job in two colors and a line of bronze. More care could then have been given to the presswork, making a much more satisfactory piece of work in this respect. If the display type for the front page was the best you had for the purpose, I should have put the lines closer together and lined them up on the left. The banner effect of your type design is rather antiquated and is scarcely compatible with the embossed figure in your stock.

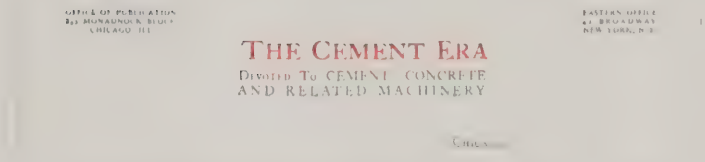
I was down within a few miles of Asbury Park the other day, and wanted mightily to run down and see J. Albert Hood and his famous factory for the production of pleasing printed things. He is still doing his best stunts, as some recent cards from him testify.

Did you ever get a handsomely printed invitation or booklet, in which was enclosed a cheap-looking return post card printed on a poor grade of manila board? Such a thing often happens, and it tends to cheapen the whole affair. The Ben Franklin Club of Chicago, being composed of printers, would naturally not make any blunder of this kind. In fact, I have been prompted to write this paragraph by seeing an invitation to a dinner which this club recently sent out.





Howard C. Hull, Asheville, N. C.—Class 1 (first place)



Winfred Arthur Woodis, Worcester, Mass.—Class 1 (second place)

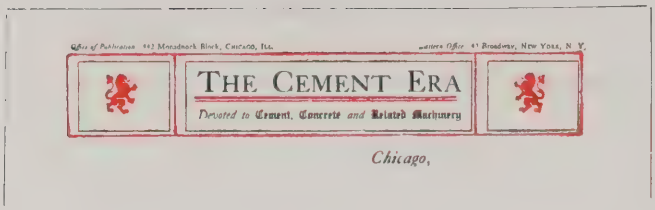
S. H. White, Rock Hill, S. C.—Class 1 (third place)

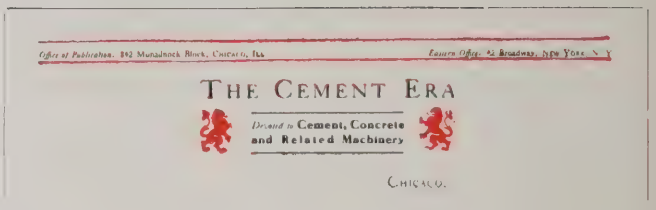
Second specimen submitted by Mr. Woodis

L. Wietlispach, Streator, Ill.—Class 1.

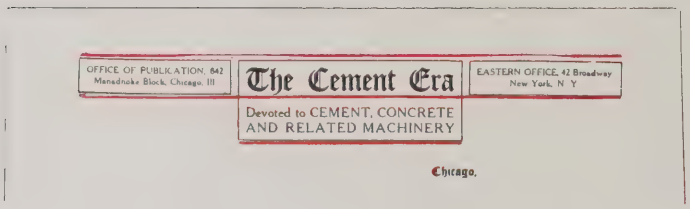
W. G. Moore, Wyoming, Ill.—Class 1

D. C. Silve, New Orleans, La. Class 1

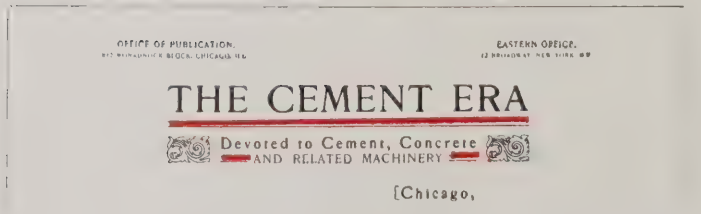




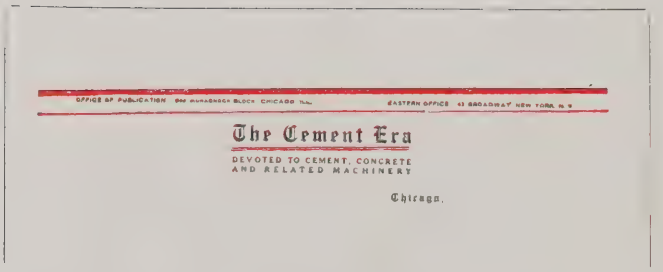
Three more of Mr. Hull's entries


OFFICE OF PUBLICATION, 842 Monadnoke Block, Chicago, Ill
The Cement Era
Devoted to CEMENT, CONCRETE AND RELATED MACHINERY
EASTERN OFFICE, 42 Broadway New York, N Y
Chicago,

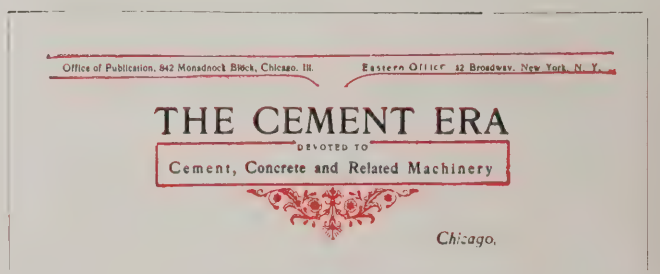
F. A, Van Gelder, Lima, N, Y.--Class 2 (first place)



Warren S. Dressler, Camden, N. J. –Clsss 2 (second place)



Richard Hartman, Centralia, Wash.—Class 2 (third place)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Where The Boy Has a Chance

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The General Course in Printing covers ninety weeks, divided as follows: Preparatory, twenty weeks; Junior, forty weeks; Senior, thirty weeks. The Preparatory Course is for young men who have had no experience in printing. During this term the rudiments are taught, attention being given to simple forms in composing and press rooms. The Junior Course includes two terms of twenty weeks each. The first term is for young men who have had one or two years' experience in printing, and covers display hand composition and presswork of the variety found in the majority of cases making up the everyday run of commercial work. The second term takes up advanced composition, imposition and presswork, with much of the time spent in practical shop work. The Senior Course consists of a term of thirty weeks. ' It provides special work for the student in the branch of printing for which he is best fitted.

Special courses are also offered in Typography, Presswork and Linotype. These are open to all printers who wish to specialize on some particular branch or who wish the higher branches only. In the press department students may study halftone and vignette make-ready, three- and four-color process work, color mixing, color harmony, handcut and mechanical overlays, etc. The length of these courses is optional with the student.

The Linotype Machinist-Operator Course consists of eight weeks instruction. The School of Printing not only teaches its students how to operate the linotype, but also makes machinists of them, so that they may take care of the linotype when repairs become necessary. In the School, the linotype machines are taken apart by the students, the parts are carefully studied, and the machines are re-erected under the direction of a competent instructor. That the linotype may be successfully mastered, one should have some knowledge of hand composition. Students who have this knowledge are at once admitted to the linotype class, but those who have had no previous experience in printing are required to take a short preparatory course in the composing room of the school. Over one hundred young men and women have already graduated from the Linotype Department of the Winona Technical Institute School of Printing. The percentage that have made good is high, proving that the linotype instruction at this institution is thorough, and a guarantee of success to any student who has an aptitude for the work, and applies himself faithfully.

The School of Printing has made a particularly good showing this year, having graduated eighty-six

students, as follows: typography, 20; linotype, 55; presswork, 11. Seventeen states were represented in the student body. Pennsylvania, Virginia, Florida, Texas Colorado, Utah, Minnesota, Michigan and Ohio form the radius from which the students came, most of them being from Indiana, Ohio and Michigan.

Every student has been supplied with a position as soon a he was ready to leave the school, and in many cases graduates were engaged weeks in advance of the time when they had finished their schooling. That a printer or one who aspires to be a printer, may obtain practical training in school is found in the fact that over 95 percent of those who have since it was founded left the school at the Winona Technical Institute as graduates have made good at once in commercial shops. A number have gone into positions paying from the start $25 a week. This showing robs of force the argument advanced by many that men from technical schools have plenty of theoretical knowledge but too little of the practical.

The Winona School of Printing stands for the proposition that workmen must first learn the right way, then learn to be rapid, and sufficient practical work is given to students to develop these vital characteristics. Diversity of treatment in their work is a noticeable feature of the Winona graduates and this quality is due entirely to the method of instruction. The student, and not the class with which he works, is the unit. The individuality of each student is studied separately and each one is trained so as to develop artistically and most variously his own individuality. Adaptation, the final stroke of genius, changes novices into profitable workmen.

The School's Physical Equipment

The equipment of the department of machine composition consists of ten linotypes of various models, including the double decker and junior machines. One machine is used solely for knock-down and erection, giving students the opportunity to become familar with the mechanical principle and manner of construction of every part of the machine. Machine keyboards for beginners, an ample supply of well assorted matrices and machine parts, work benches and all necessary tools for repair work are other items of the equipment of this department.

The department of typography, or composing room of the school is, because of the quality and completeness of its equipment, a source of inspiration to the student and an object of admiration to visiting craftsmen. Here a wide range of the latest type faces together with liberal quantities of labor saving material of every needful kind are at the student's disposal. Triple Polhemus, Porter steel run and Wisconsin type cabinets; ink, electrotype and script cabinets; a Mastodon cabinet with full brass lined banks holding over 2,000 pounds of leads and slugs and fitted with end drawers, sort drawers, indexed electrotype cases, letterboards and galley cabinet; numerous imposing stones, including a large Dorsey combination stone with labor saving furniture, reglet and chase racks; large form rack; Wesel "make-up" and galley cabinet and Dorsey compositor's working cabinets, are features of the up-to-date equipment of this department, all of which were specially constructed for the school and given a Flemish Oak finish, harmonizing with the director's office and other departments. A Reliance proof press, Wesel power saw and trimmer, mitering and rule cutting machines are other important accessories.

While not large the plant of the press department is most efficient. Two Miehle cylinder presses of latest type, a John Thompson number six and two Chandler and Price jobbers comprise the press equipment.

The larger of the Miehle machines is equipped with a Cross paper feeding machine, which just now is being used on a run of 170,000, effecting a saving of considerable time over hand feeding.

This product is being satisfactorily handled by a Dexter book and job folding machine, fitted with a Dexter automatic feeder. A 55-inch automatic clamp Seybold paper cutting machine, a Sam'l Crump roller washing machine, Koerner's interlocking drying racks, platform paper trucks, rubber-tired form trucks, ink and roller cabinets and the Gilbert-Harris metallic overlay machine are other labor-saving features of the press-room.

The bindery equipment includes the Latham power stitching, perforating and punching machines, Brown and Carver paper cutting machine, Donnell board shears and backing machine, standing presses, hot stamping press, round cornering machine and other necessary appliances.

An interesting feature of the bindery is a Boston stitching machine permanently mounted on trucks and carrying an electric motor, which enables the operator to move the machine around at will and operate where most convenient by effecting an ordinary con-

nection with the socket of any of the numerous electric drop lights.

The machines in all departments are mounted on zinc plates and are driven by individual motors having speed controllers.

The Institute has its own heating, electric lighting and power plants, as well as a private water plant which evidences the completeness of the physical equipment of the institution.

The shop is conducted as nearly like a commercial plant as possible, and the responsibility for profitable results which fall on all the student workmen is the same as that in a well regulated commercial plant. Each student must carry his own load, and responsibility is increased until each becomes an independent workman, is conversant with every process of the work, and a specialist in some one particular line of it. This method is especially beneficial when one considers that workmen as a rule do not have an adequate conception of the expense aside from their own salary which attaches to every piece of work.

To those familiar with trade schools, there is no longer any doubt of their advisability and practicability so far as they relate to the printing business. The question of what disposition to make of the product of the practice work has also been settled at the Winona school. The Winona enterprises at Winona Lake and Indianapolis use all of the product from the School of Printing, thus the business of no regular commercial printing establishment is disturbed through the existence of this trade school and the stumbling block in the way of so many industrial schools is removed.

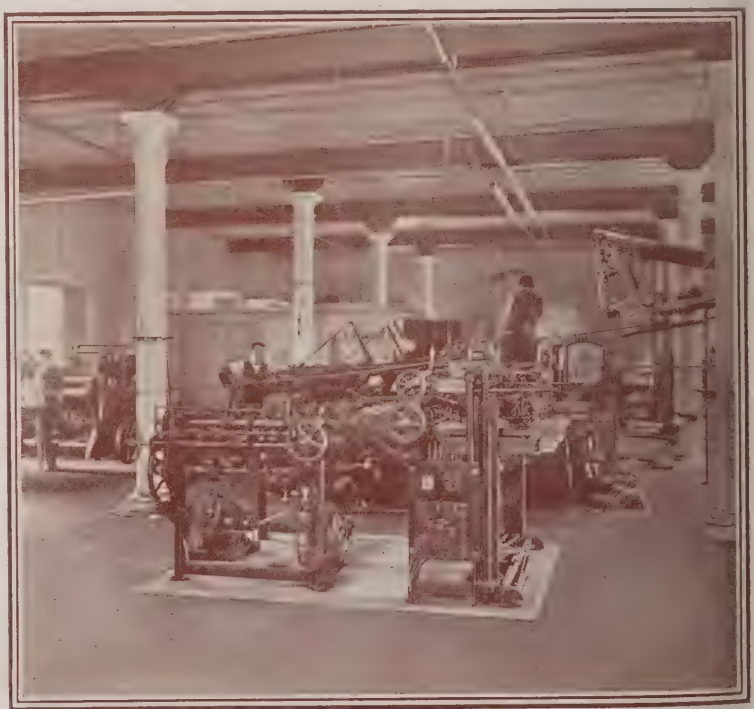
Every editor, employing printer and craftsman connected with the printing business should interest himself in the trade school movement. Those who have made a study of the situation realize that it is through the trade school alone that the ever-increasing demand for skilled labor can be satisfied and this only through the active and hearty co-operation of all whose interests are immediately affected.

In further evidence of the successful work being done at the School of Printing of Winona Technical Institute, the following extracts from letters from successful graduates are appended. These are taken at random from the several hundred letters which have voluntarily been sent in recognition of the great work the school is accomplishing.

I believe this school to be the best in which to obtain proficiency as an operator and machinist.—J. A. Lyons, Chicago, Illinois.

Let me congratulate you on the good work that is being accomplished in the Winona Technical School of Printing. I want to thank you and your able instructors for the volume of information and opportunity for learning that have been tendered me during the past eight weeks. The school is certainly a splendid one, and deserves the hearty support of the printing fraternity, employers as well as those who are seeking a life vocation. —D. O. Thomas, Louisville, Kentucky.

The Institute through its able corps of instructors in the different printing departments, is doing a grand work for technical education. If the student does not get "a run for his money" the fault lies with the student.—Frank J. Vincent, Harrison, Ohio.

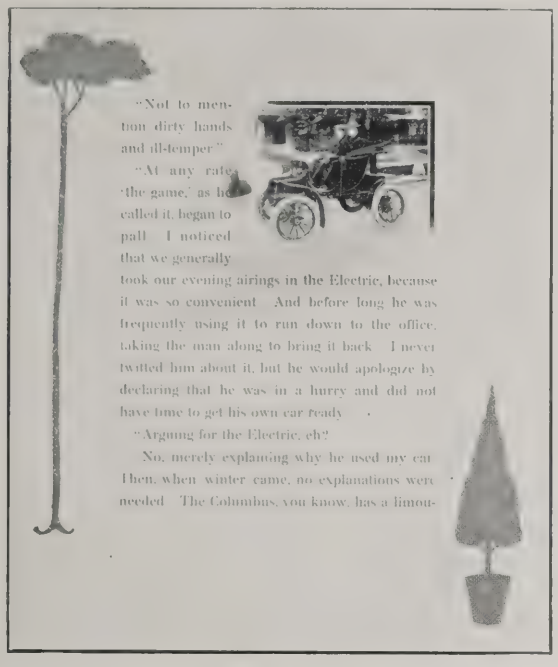


Thanks to the instructions I received in the School of Printing, I am having no trouble in operating a linotype. There is no better school for instruction in its mysteries than Winona.—Harry L. Tyler.

The return card is printed on the same dark gray stock as the invitation, though, of course, in a heavier weight, and in the same color of ink. The effect is certainly most satisfactory.

L. H. McNeil, Marion, Ohio.—A bunch of specimens with the true artistic touch. They are models of good printing, both in design and execution.

This booklet page is taken from a collection of samples sent out by the Russel M. Seeds Company of Indianapolis, Ind. It is well done, and decidedly novel; but I am not sure that sufficient attention is allowed to center on the automobile, which seems to


"Not to mention dirty hands and ill-temper"
"At any rate, 'the game,' as he called it, began to pall. I noticed that we generally took our evening airings in the Electric, because it was so convenient. And before long he was frequently using it to run down to the office, taking the man along to bring it back. I never twitted him about it, but he would apologize by declaring that he was in a hurry and did not have time to get his own car ready.
"Arguing for the Electric, eh?
No, merely explaining why he used my car. Then, when winter came, no explanations were needed. The Columbus, you know, has a limou-

be the main object of the publication. The ornaments might much better have been worked in a tint. The coarse halftone effect was no doubt intended to throw them somewhat into the background, but that purpose has not been sufficiently attained.

Imus Brothers, Kalama, Wis.—Your booklet is very satisfactory, considering the fact that it was printed on a Gordon press twenty years old. And this, too, with several halftones. Of course the type matter shows some light spots, but that was to be expected under the circumstances. The side heads might have looked better had they been lined up at the outer margin, instead of being centered. The appearance of the matter might also have been improved by running a 6-point slug between paragraphs, where the side heads occur.

APPRECIATED MORE THAN EVER.

ELMORE, MINN., June 1, 1909.

National Printer-Journalist, Chicago.

GENTLEMEN:—I am an ardent reader of the NATIONAL PRINTER-JOURNALIST, and find its money's worth in every issue. You are getting out the best printer's journal, to my notion, that is published in the United States.

I have sold out my paper and a stock company now owns the business here under the name of the Elmore Printing Co., and I am the foreman. I received and appreciated your papers of late more than ever. W. A. BRUSS.

ITEMS OF INTEREST

CHICAGO, ILL., June 21, 1909.

AT the meeting of the north country newspaper men at Marinette, Wis., officers of the Lake Superior Press Association were elected as follows: President, F. L. Baldwin, Escanaba *Journal;* Vice-President, Thomas Flynn, Negaunee *Herald;* Secretary-Treasurer, P. O. O'Brien, Iron River *Reporter;* Executive Committee, Frank Russell, Marquette *Mining Journal;* George E. Holbein, Manistique *Pioneer Tribune;* Thomas Conlin, Crystal Falls *Diamond Drill;* George C. Youngs, Florence *Mining News,* and R. A. Douglas, Ironwood *News Record.*

Owners and publishers of daily newspapers holding membership in the Inland Press Association will patronize the open market for print paper instead of getting their material by contract, under a decision of the association reached last week in Chicago. The representative of a Canadian print paper mill asserted he would furnish paper at a figure which the representatives of rival concerns declared was lower than the cost of manufacture in the United States.

At Mason City, Iowa, the *Republican* will build a $25,000 building on East State Street.

Ezra W. Clark, city editor of the Chicago *Inter Ocean,* was married at Crown Point, Ind., late one night last week to Miss Gertrude Van Elers-Howsley of Chicago, by Rev. Dunlevy, pastor of the M. E. church, in the presence of a number of Chicago newspaper men who had got wind of the affair. The couple will be at home at 7919 Forrestville Avenue, Chicago, after July 1.

Employes of the mechanical departments of Chicago newspapers have organized the Cosmopolitan Press Club. The following officers were elected: President, Peter Tatge; Vice-president, William Schenck; Secretary, J. B. Johnson; treasurer, A. C. Rice. The club is organized for social purposes and promoting athletics, and has club rooms at 112 to 118 Fifth Avenue.

Mr. and Mrs. A. B. Moffatt at St. Joseph, Mich., announce the marriage of their daughter Helen Marion to Theron Malcolm Sawyer, at their residence, June 26, 8 P. M. The couple will be at home after July 15th at Ludington, Mich., where Mr. Sawyer is editor of a paper.

Daniel P. Munn, for the past three years connected with the editorial staff of the Sterling, Ill., *Standard,* has severed his connection with that paper and will take a position as editor of the Moline *Mail and Journal.*

Iowa's youngest reporter, Miss Ruby Rinehart, aged 12, distinguished herself by working on the Junken case at Centerville. Miss Rinehart is the daughter of Editor Rinehart of the Centerville *Journal,* and her reports of the trial were read with interest by many who followed the celebrated case slowly. She has the womanly knack of telling facts directly and tersely and entertainingly.

Fred D Edwards has purchased the Fond du Lac, Wis., *Independent,* a weekly paper formerly managed by C. E. Broughton.

The Aledo, Ill., *Times-Record,* a largely circulating weekly, recently put in a Duplex press. They also have a Linotype.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, JULY, 1909

Nothing is expedient in this free Government that is not absolutely right, equitable and fair to all. On any other basis this would not be a Government of the whole people, for all the people by all the people, and not a free Government at all, but an oligarchy for the benefit of the few who rule directly or through their corrupted or subsidized agents. He who pretends to serve a free people and then serves only certain interests and classes, or a part of the people, is a hypocrite, a fraud and, in so far as he is disloyal to the best interests of all of the people, he is a perjured traitor, unless he acts in ignorance, and he is then only a little less guilty, for it is criminal for one to undertake to perform duties for which by reason of his ignorance or dullness he is unfit. If a surgeon kills a man through malpractice, he can not plead ignorance, a lack of knowledge of his calling, in his own defense. The violation of the rights of all the people, through levying of duties that impose unjust or unequal burdens, that are for the benefit of the few, with no corresponding benefit to all, or that cause a loss to the many, and tend to limit opportunities and create monopolies, is not only inexpedient but criminal. In like manner are all regulations or practices wrong and indefensible that prevent the equal and free carrying on of business or a trade, with equal opportunities to all, as the Government having envelopes printed free or at a price that cannot be met by the trade, to the injury of printers and envelope manufacturers, to sell only to those who are able to buy in large quantities, with the only result of increasing the ouput and profits of the company holding the contract for the work from the Government.

* * *

We print elsewhere in this issue, at considerable length, extracts from a letter of Pres. H. C. Stiles, of Washington, D. C., to the members of the Photo-Engraving craft, for the reason that the information and arguments given therein are so instructive and convincing as to the value of organization among the followers of that and every other calling or trade. We hope that, all editors, publishers, employing printers, as well as engravers, will carefully read and consider all that is so well said by President Stiles and then apply the same to themselves. Mutual interchange of views, protection of rights and a square deal, and acquaintance, social intercourse and friendships are of incalculable value to the members of all callings. Through such means come not only knowledge, greater efficiency, the establishing proper business regulations and connections, gaining full recognition and the enforcement of rights, but as President Stiles puts the matter in his closing statement: "It is not all of life to dig and delve, to plan and contend (all contention is waste of time, of vitality, of substance and power—Ed.) to scheme and circumvent, that we may triumph in material things. The social nature needs attention. The man or woman is broadest in this life who is in contact with the social lives and experiences of other men and women." Social broadening out and winning of affability and the power of approaching and understanding others, while to be valued in themselves, are also helpful in the way of business success and the relieving the daily round of work of tediousness, and making the performance of the same a constant joy.

* * *

Louisville was the Mecca, this year, for the meeting of the Imperial Council of the Ancient Arabic Order, Nobles of the Mystic Shrine, from June 7th to 11th. Everything connected with the convention of the representatives of the several Temples throughout the United States was handled in a most enterprising, pleasing and satisfactory manner by the Louisville *Evening Post.* The cartoons relating to the Shriners were not only novel and hilariously amusing, mixing up the caravans of these Arab tribes, in their picturesque costumes, the camels and their riders, with automobiles, bicycles, air ships and involving them in many adventures and accidents, intensely ludicrous, but of a character to portray all the paraphernalia, and emblems of this Arabic Order.

The separate portraits, and group views, in excellent halftones of the "Divan," caravans, patrols and patrol bands, faithfully portrayed the manly, intellectuality—stamped features of these strenuous "Nobles," who had journeyed to, and found, so pleasing an oasis awaiting with a welcome hospitality that cheered the heart of every sheik and tribesman.

The story of the whole affair, together with the history of the Order, its character and its establishing—and of the leading Temples and a directory of the assignment or camping place in the city of the members of each Temple from New York to Honolulu, and biographies of Past Imperial Potentates, and present sheiks and other officials and accounts of the doings, the patrol drills and the parade, formed a most pleasing and complete symposium each day. The *Post,* in every

issue, gave an excellent example, replete with suggestions as to the possibilities of making much of such an event or of any kind of a convention, so as to make the same of live local interest and win the interest and goodwill and the loose shekels of the members—visitors from abroad—and do good and effective advertising for a city. Many papers signally fail to appreciate the gatherings of those from abroad with which their cities are honored and to make them, for the time being, a part of the home interest and life.

Another attractive feature of the *Post* during the Council, that showed thoughtfulness, kindliness and wise enterprise, was an arrangement by which sixty-five newspapers, covering all the big cities and many of the large towns, and nearly every large place where a Temple of Shriners is located, entered into a contract to supply the *Post* with important home news. This was published in a bulletin in the *Post* each day. In this way each visiting Shriner from Los Angeles, and New Orleans to Boston and Portland from Atlanta to Winnipeg and Honolulu and all intervening points, having Temples represented at the Council, could see, at a glance, what happend at his home city. The news appeared in tabloid form, under the heading of each paper that furnished it, together with the name of the city from which the service came. Distance from home added to the interest of Shriners in the home news and the presence of representatives of these several cities in Louisville made the same of a certain increased and sort of local interest to the residents. Herein was displayed good newspaper sense or instinct as well as a generous spirit and kindly thoughtfulness.

We have known cities to secure conventions at the cost of a good deal of work and no small outlay, to have the same so indifferently and shabbily treated by the local press as to make the members to feel that if the newspapers represented, as they should, the prevailing sentiment of the people, their presence was not wanted, or else that the people were narrow, inhospitable, and grasping, caring nothing for guests except what little could be gotten out of them in the way of hotel bills and other expenditures—in this way the press nullified all the enterprise of the citizens and business men, bringing the city ill-repute instead of good-will. The Louisville *Evening Post* furnished an excellent illustration of the true course and afforded, as well, object lessons as to means by which a newspaper may not only serve the best interests of the city on such occasions, but win a greater interest, broader fame, enduring goodwill as well as legitimate profit to itself. Always make a paper of which the guests of the city will be proud, and of which they will want to buy liberal numbers of copies to send to their own homes.

The *Post* advertised Louisville, while it served Louisville's guests, and the attendants at this Council will always remember the city with kindly feelings by reason of the considerate and hospitable treatment received at the hands of the newspaper men as well as at the hands of the people. Kind words when printed last for a long time and reach great distances in their influence, and in the appreciation that they bring. Broad men at the head of the newspapers of a city bring constant and enduring blessings, narrow men bring ill will and disgust.

* * *

Hartford, Indiana, presented another excellent example of special newspaper work in the issue of the *Evening News* of June 24th. The occasion, that afforded the enterprising newspaper man the opportunity, were the dedication of a Masonic Temple and the meeting, on the same day, of the Annual Convention of the Northeastern Indiana Firemen's Association. The manner in which the *News* handled these local events is an excellent object lesson to newspaper men everywhere. The accounts showed that E. E. Cox, Editor and Publisher, is a newspaper man of broad views, in sympathy with his people and intensely loyal to his city. We do not know whether he is either a Mason or a Fireman, and it makes no difference, and should never make any difference with a newspaper man who should ever put himself in entire accord and sympathy with the worthy events he is called upon to handle and with all engaged or interested therein. The *News* man did this. Interesting, human-interest stories were developed as to the realization of the dream of the members of the local Masonic lodge for the fulfillment of which they had worked and waited; of the bequest of a deceased member that helped forward and made possible the building of the Temple; of the description of the building and of the visit of the members from eighteen surrounding lodges to take part in the dedication, not forgetting an account of the program and dedicatory exercises. A "Welcome Victory, Brother," in verse, appeared on the first page, with the square and compass over it printed in blue. An article entitled, "Masonry in the Civil War," showed incidents of the firmness of "The Tie that Binds"; while there were stories of the "Oldest and Youngest Mason," of the Order of the Eastern Star," and so on. We give so much in detail, to illustrate how much, in every way, was made of the occasion. There were editorial welcomes to both the Masons and the Firemen. A cartoon of a fireman, in full uniform, sounding a trumpet, from which hung a banner of welcome, was showed at the top center of the first page, while the traditional goat clothed with a Masonic apron, held aloft the Masonic welcome, at the top center of the other section. Firemen were further recognized with pictures of engines and hose carts with horses, all in red, driven across the two outside columns of the first page, and accounts were given of the different companies and their work, of the convention proceedings, fire exhibitions, "Water Battle," etc. The paper was well illustrated throughout with halftone portraits. This was all accomplished in twenty six-column pages.

THE PRESERVATION OF SENTIMENT

BY J. R. RANSOME, DAILY ENTERPRISE, CLEBURN, TEXAS.

I AM often accused of being a sentimentalist, of loving to listen to the songs of birds, the hum of bees and the ripple of running water, in preference to engaging continually in the struggle and strife incident to a modern active business career. I plead guilty to the charge. And more than that, I say, God pity the man whose heart songs of olden days no longer echo and golden dreams are pictured nevermore, whose life is a continual quest for power and coin.

The preservation of sentiment is most important. Sentiment should be nurtured in every home. The husband needs the tender caresses and fond solicitude of a loving wife, the wife requires the parting kiss and the warm embrace of the husband. The little children demand the sincere heart interest and tender affection of both the father and mother. In the home the cares of business should be banished, where it is possible, and the dearest, sweetest moments passed, moments in which memories are stowed away for future days, when the dim of old eyes shall look out from deep set sockets, and the wrinkled brow and furrowed cheek tell of the hard fought battles with the grim destroyer of youth, who never lost a battle. The soft caress of baby hands, the sweet coo of

J. R. Ransom e Jr., Cleburn, Texas

tiny lips, baby's clinging arms, the wonderful light in the beautiful eyes, the perfect trust of the little heart—these are matchless miracles that help us to have faith and to hope and encourage us to have patience with the weaknesses of human nature, and to radiate the sunshine and the happiness of Billikens. Happy indeed is the home where sentiment is paramount and baby is king.

The most of us miss many opportunities to add to our happiness. We search in vain for the angel of contentment, all the while he is nestling in the corner of a sick friend's home whom we have neglected to visit, or he is hiding in the closet of a neighbor whom adversity has overtaken. How vain the quest for the joy and the peace, that passeth understanding, in the banquet hall, in the whirl of social pleasure, or in the gratification of one's own desires. Happiness is found in doing something for others, and just in that ratio that we give of our time and do for others do we attain happiness that is abiding.

This age is money mad. Men go on year after year, piling up great fortunes that they cannot use, leaving behind them millions of dollars for relatives to quarrel over and children to squander to their ruin and degredation. The best heritage that any one can leave a child is a strong body, a head full of useful information and a heart full of love and human sympathy.

I do not mean to intimate that there are not many great and good men who become rich through the exercise of their faculties, leaving to the world a heritage of valuable achievements and noble acquirements. The men who are using their money building great railroads, equipping immense factories, developing the mineral annd the agricultural resources of the country, laying ocean cables, sending huge vessels across the deep, enlarging commerce and expanding trade, are men in whose hearts true sentiment is enshrined. Their lives are given over to deeds. Their days should be days of happiness, for they have done so much for others, opened new occupations and given to the world a larger field and broader view.

The preservation of sentiment is the safeguard of the nation. The closer we get to the brotherhood of man and the more we feel the sorrows and the sufferings of others, the nearer we approach the ideal, and the securer is our hold upon happiness that is everlasting. While it is quite appropriate to remember the departed, I am an advocate of giving most of our flowers to the living, and speaking cheerful words of commendation to friends while their hearts can pulse and their eyes look into ours annd they can feel our interest in them. Dead hearts throb not at sweetest songs or words of highest praise. The perfume and the rich colors of the rarest flowers ravish not the senses of those whose work on earth is ended.

Many a person has fallen in life's hard battle because of the need of a warm handclasp and the knowleldge that there was some one in the wide world who really cared for them. Many a drooping spirit could be cheered into courage and many a smouldering flame could be fanned into life by the manifestation of genuine heart interest and the help of a loving friend.

The majority of us are so busily engaged in attending to the duties that administer to our physical and material welfare that our neighbors and our friends die and are buried without a single visit from us or an offer of help. We intend to go tomorrow, but tomorrow finds us just as busy again. So our resolutions never reach realization.

Life is so very short that every person should strive in every way to scatter as much sunshine and happiness as he can. There are so many ways that this can be done with very little effort, that it seems that no one has a reasonable excuse for neglecting to do so. Kindness, love and sympathy is cumulative. The human heart is a wonderful instrument. A doll to a child, a few moments devoted to the old and the decrepit, a cheerful word to the sick, a warm handclasp to the downcast, a few flowers to those who cannot buy them, a little self-sacrifice and the heart expands and as the little ministrations send back their sweet vibrations they grow and reach out just like the ripples made upon the surface of a limpid stream by the dropping of a beautiful blossom from a bending bough.

One of the best ways to preserve sentiment is to commune oftener with nature, the source of all that is beautiful and best. The competitive business of the city tends to dry up the sympathies and to tighten the bands round the heart. A day in the woods is a wonderful restorative. There is rest and comfort. A sequestered nook where the tall trees shake shimmering shadows down, where the perfume of flowers

steals in upon the senses, where the love songs of the birds and the hum of insects creep through the tangled wildwood, and the glint and the gleam of the sun on the back of the striped bass as he leaps to catch the careless fly—these are nature's panaceas for a calous heart and the decline of sentiment. Thousands upon thousands of unfortunates in the great cities know nothing of the glorious peace and joy of the flower-clad prairies across whose undulating bosom sweep the summer winds, perfume laden with the honeyed breath of many flowers, rich in the tonic that soothes the tired nerves and rests the dust-clogged brain. From the day of their birth to the time of their departure they are witnesses to the noise of hurrying vans, the screech and scream of whistles, the rush and scramble of elevated trains, and the tumult of restless, surging, ceaseless business. Every nerve is strained, every brain cell alert, every sinew taxed. Man seems pitted against man, like the wild animals of the forest only it is delicately veiled by paint and light and music. It is the survival of the fittest. There is little to inculcate love and sympathy. There is no time for such nonsense, while there is trade to be acquired and competition to be conquered. They need our sympathy. We are so much more fortunate, who have all around us the fields, the streams and the forests, freedom from the dirt, the grime and the grind of the city and the sullen roar of its mighty traffic sounding like the boom of the waves of the sea on its rugged shores. Those who are bound down by the burdens of the city long for the rest and the peace of the country. Then let us who can, while we can, take our dear ones by the hand, look into their eyes where the love light is mirrowed, go out into the evening, while the sky is shot with golden red and royal purple blushing from the kisses of the fast-declining sun, and after communing with nature, refresh our fund of sentiment, return home after the wonderous stars have come from their hiding-places, where they were driven by the amorous advances of the king of day, and as we journey toward the lights of the city, look up where the inspiration awaits the garnering, and praise the Divine Creator who has been prodigal in his many blessings. Then I am sure that we will return home more keenly alive to the importance of doing those things that increase love for the good, the beautiful and the pure, ready to impart to the fallen brother some of the glories that are ours and some of the peace and happiness that ought to be his, knowing that it never decreases but ever expands and grows stronger as we lift the fallen and raise up those who have stumbled where the road was rough and rugged.

Every moment of this meeting should be happy and sacred. Where our friends are, there should our hearts be. Today we can feel each others hearty hand-clasp, and look into each other's eyes. Today we can hold that indescribably sweet communion known only to good, honest, earnest friends. We can speak those words of cheer and comfort and praise, and souls can exchange greetings with souls, unsullied by a single thought of gold or gain or greed. Here sentiment can be cherished, nurtured and fostered, and memories sweeter than the first kiss of the first sweetheart's tender lips and as beautiful as a new born babe nestling on its mother's breast, stowed away to be recalled in future years. Miss not this opportunity.

(Delivered before the Texas Press Association, Marlin, Texas, May 28th, by J. Ransome, Jr. Vice-Pres., Cleburne, Texas.)

Harold E. Brady and Clara A. Ruth, both of Crandon, Wis., recently were united in marriage. The groom is junior editor of the *Forest County Republican* and the bride one of Crandon's comeliest and most popular young society women. They will make their home there after a short honeymoon.

THE PASSING OF EDITOR ALEXANDER K. M'CLURE

The passing of Colonel Alexander K. McClure, at his country home in Wedingford, Pa., on Saturday, June 6th, removes almost the last of the great editors who figured in the agitations and events preceding and during the war for the Preservation of the Union. We recall no other editor of this country now living, excepting Henry Watterson, whose personality stands out above the newspaper in conducting which personal reputation has been won. In this day of the greatest newspapers known to the world, the personalities of those conducting them are entirely lost or hidden in the publications. A great newspaper is no longer the work of one man, no longer reflects the opinions and sentiments of one individual but of the many. All views as well as the news of the world are to-day fully given in the one newspaper. In the days when Col. A. K. McClure first won fame, every newspaper reflected the man, his sentiments, aspirations, and convictions. Alexander K. McClure entered the newpsaper field in 1847, only six years after Horace Greeley started the New York *Tribune*. Mr. McClure, like many others who have won success on metropolitan dailies, commenced life on a country newspaper, the Juniata, Pa., *Sentinel*, Whig in politics. Having disposed of the *Sentinel*, on which he had served a seven years apprenticeship in journalism, he purchased, in 1850, an interest in the Chambersburg, Pa., *Repository*, and become its editor. It was one of the strongest anti-slavery papers in that strenuous time, and its talented editor quite naturally, a little later on, became one of the organizers of the Republican party, and was elected to the State Legislature two terms, and to the State Senate. He was a delegate to the Republican National Convention, 1860, and was thrown into close relationship with the great leaders of those times, and is said to have taken a large share in inducing the Pennsylvania delegates to vote for and in securing the nomination of Abraham Lincoln, of whom he became a warm, personal friend, and of whom he afterwards wrote most ably, instructively and feelingly in his book, "Lincoln and Men of War Times." It was as editor of the Philadelphia *Times* that Mr. McClure's full powers as an editor were brought to play and made widely known. He was editor of the *Times* for a quarter of a century and his stlye of writing was such as might be classed as literary, and his editorials as literature, showing erudtion, deep, conscientious thought, carefulness and refinement. Besides his most noted work above referred to, "Lincoln and Men of War Times," he wrote three other books: "Our Presidents and How We Make Them"; "Recollections of Half a Century," and "Old Time Notes of Pennsylvania." In the later years of his life he delivered a number of able and noted lectures and addresses. He was born in Perry County, Pa., in 1828 and hence was eighty-one years of age at the time of his death. He had been in failing health

of late, and had left his room on the Sunday of his death for the first time in a week and while seated in a chair, on the front porch of his home, talking with his brother-in-law, Alfred Gratz, suddenly dropped dead. Nature had run its full course and the end came without pain, and natural as the falling to sleep of one who is weary.

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Continued on Page 482

INTERNATIONAL ASSOCIATION OF PHOTO-ENGRAVERS

PHOTO-ENGRAVING has become, with every year, during the past two decades, of increasing importance to all branches of printing, magazine and newspaper-making. Through the wonderful developments and improvements in this art, illustration has become universal, and as enlightening, artistic and pleasing as it is general. Through photo-engraving the works of the masters, besides the most enchanting and inspiring scenes in nature, have been brought, in wonderful beauty and perfection, to every home, and the arts and trades and all branches of human industry, including horticulture and agriculture, have been wonderfully aided by bringing to the eyes of the workers perfect pictures of all devices or things to help or to render more perfect the processes of production.

The advance of higher ideals as well as of the industries, in no small way, is now dependent upon illustration by pictures that impress, interest and teach at a glance and help to a more perfect understanding than would otherwise be possible. We are all interested in our photo-engravers and their achievements. As a rule, they are interesting in themselves, intelligent, progressive men, companionable and, all in all, princes of good fellowship and lovers of the beauties of nature, as indicated by the place chosen for the annual gathering.

The Convention of the International Association of Photo-Engravers is held this year on Tuesday, Wednesday and Thursday, July 6, 7 and 8, at Hotel Kaaterskill in the Catskill Mountains, and, in anticipation of the delights to be enjoyed and the new attainments to be reached, the members are recalling the convention at Put-in-Bay, a decade ago, when first steps were taken toward adopting a system, that would put the prices to be charged on a sensible and just scale.

President H. C. C. Stiles, of the Maurice Joyce Engraving Company, Washington, D. C., in addressing members of the craft with regard to the Convention this year, said among other things:

"From correspondence I have had with engravers throughout the country I am convinced that this will be the best attended convention in the history of the organization. Those who go will be well repaid. In addition to the general topics which will come up for general discussion, among the members of the Association, a number of men prominent in our industry and in allied lines have accepted my invitation to be with us and address us upon topics of interest and of educational value. This is a new idea in Association work and the information which will be derived on technical subjects and upon matters pertaining to the business office will be of the utmost value.

"I wish to extend to you my personal invitation to be present. This letter, going as it does, to every photo-engraver in the country, will reach non-members as well as those who belong within the Association fold, and to those who are not members of the Association and who have not at any previous time attended any of the conventions of the body, I wish particularly to impress with the idea that they will receive very tangible returns upon the slight investment of time and money which they must make in attending the Catskill Convention. The fact that the recipient of this letter is not a member of the Association does not affect the force of this invitation to attend. During the business meetings of the Association, we shall not expect to admit to our sessions any but those who are members, but to all of the addresses and lectures any person interested in photo-engraving will be gladly welcomed.

"Photo-engravers not members of the Association who may be in attendance upon the convention, will be welcomed into the organization and we will be glad to have them take up membership with us either at this time or in person at the Catskill meeting. Membership in the Association carries the obligation to perform no duty whatever, the detail work involving entirely upon the officers and the only expense incident to membership is the slight fee comprised in the amount of dues, viz.—$10.00 per annum.

"In addition to the business and educational features of the meeting, there will be numerous forms of enjoyable entertainment provided and the whole country surrounding the Kaaterskill Hotel is so picturesque and beautiful that the members will find a few days spent in the mountains will be highly beneficial."

ORGANIZATION.

I hardly think there is a member of the craft, anywhere, who is really at a loss to know why photo-engravers should organize. I am going to make a suggestion or two, however, and do it briefly. And these suggestions will not be made, either, for the special benefit of members of the Association, but in the hope, rather, that they may reach a few, at least, of that great multitude, who, manifestly see no profit in organization since they persistently refuse to become part and parcel of co-operative effort.

At a glance there seem to be three good and substantial reasons why engravers should stand together.

First, for mutual benefit from mutual interchange of experiences.

Second, to protect the craft against inimical and selfish competition.

Third, to get acquainted and to establish a social intercourse in the absence of which men and women become selfish, sordid and pessimistic.

It will scarcely be disputed that there is an advantage in exchange of experiences. Every man's experience is in some respect like that of the other man. Since the days of Ben Franklin it has been well recognized that regardless of our position, there is still something to be learned from the other fellow, which may be applied with profit in the grind of the shop and in the comfort of the home.

It is just possible that the benefits accruing to active members of organizations can be best illustrated by calling to mind those that remain unidentified with craft associations. I shall not go so far as to say that any engraver is a back number, who, for mysterious reasons, refuses to join with the brethren in union of effort. A man is sometimes an exception to the general rule. Just as a man may be successful in any business by a kind of natural instinct, so a man may be a progressive and successful engraver by the same token. But, the men in the world today are not the kind who separate themselves from their fellows. Men are naturally gregarious. Instinctively, they get together that they may learn of one another. The progress of the world is the sum total of individual effort and experience. One idea develops another. The most tremendous, magnificent and useful machine in the world

today is the result of co-operation and association. The best intellectuality and morality are produced by organization.

But trades should maintain organization for protection. And why? In the first place, the local engravers should be organized for business. Otherwise there can be no getting together for mutual business protection, as a result, they are at the mercy of the customers, who are shrewd enough to appreciate the weakness of ununited forces.

That is the situation in a nutshell. The engraving business is shorn of its strength in a business way when the engravers do not stand together. If the engravers were organized as they might be, and as they ought to be, and were represented in conventions as they should be, when occasion demanded; with every engraver true and faithful to the interests of the craft, we should soon come into our own; and the engraving business would be promoted to a plane of actual independent usefulness and success concerning which we have only been dreaming. With the engravers of the country thoroughly organized and faithfully represented in all councils of the craft, standing shoulder to shoulder in their demands for a "square deal," asking for nothing not honorable and fair and just, its influence would be irresistible, and there would be no further cause for complaint.

And, finally, there is the social phase of organization. I doubt very much, indeed, if there is a persistent active member of the International Association whose acquaintance has been extended throughout the U. S. who would be willing to exchange that acquaintanceship for the time and money, incidentally spent, in promoting it. It is not all of life to dig and delve, to plan and contend, to scheme and circumvent, that we may triumph in material things. The social nature needs attention. The man or woman is broadest in this life who is in contact, now and then, with the social lives and experiences of other men and women. He or she is invariably narrowest in this life who constantly refuses to know personally and socially the men and women whose life-work and purposes are in common with his own. Organization, has enabled the writer to promote personal friendships and personal confidences, inestimable and invaluable, and I have yet to find an engraver who has ever expressed a regret that his acquaintonceship had been extended to engravers and their families in other portions of the country.

If organization had no other purpose than that of social intercourse, it would be worth while. I have no fear that this statement will be contradicted. It is not in the nature of things that it should be.

The real practical need of the world is a closer getting together, a nearer relationship and acquaintanceship, a world-wide, social intercourse which puts well-meaning, well-purposed men and women on the level of mutual helpfulness and forever destroys all the distinctions other than those not in harmony with the eternal fitness of things.

The following gleaned from Bulletin No. 7 of Secretary Frank H. Clark, Cleveland, Ohio, will be found of interest and instruction to all who are looking to enjoyment and accomplishment through organization and the holding of attractive, instructive conventions at desirable localities, for nearly all therein applies to members of the newspaper, printing and other callings as directly and strongly as to that of the Photo-Engraveres:

JULY IN THE CATSKILLS.

The Kaaterskill is one of the very best hotels in all of the Catskill region and occupies a superior position at the brink of the mountain and from its porticos may be had one of the most comprehensive views of mountain and valley that can be obtained anywhere in the country. Unlike the usual mountain formations, of which most of the members are doubtless familiar, the Catskills rise suddenly from an almost level plain so that looking from the Hotel Kaaterskill the eye might sweep over the level land extending to the Hudson River ten miles away and upon which steamers and sailing craafts are distinctly visible and across the Berkshires beyond, a distance of forty miles or more. Up and down the river the view is equally extensive. All about is wild forest country which years ago was inhabited by many species of wild animals but which ,on account of the construction of the summer hotels, have been almost totally exterminated and driven away. In the

Prominent Members of Photo Engravers' Association.

rotunda of the hotel there is exhibited in a case, many specimens of these former denizens of the forest, among them being deer, mountain lion, wild cats, porcupines, etc. Some of the members will, however, be glad to learn that the mountains are said to be practically free from reptiles of any character.

It is planned to make this convention highly educational. Already, Mr. N. S. Amstutz, the well-known authority on photo-engraving has agreed to be present and address the Association, taking as his subject, "Science and Money in Photo-Engraving." Mr. Arthur Fruwirth, a New York expert, will speak, addressing us on the subject "Focusing, Old and New" bringing out a number of features that are absolutely unique and original on this line. His address will be a very comprehensive one and will merit the closest attention. It is also a great pleasure that we are able to announce that Mr. Will Bradley, Art Director of *Collier's Weekly* will be present to deliver an address on the subject, "Design and Color." The sessions

during the period of the convention will be arranged for the forenoons, and with a brief meeting for the afternoon, leaving the evenings free for social intercourse among the members.

The surroundings are so delightful and the situation one of such charm, that it is desired that members will bring their wives and daughters with them. It is planned to arrange various features of entertainment for the ladies, among them, visits to nearby points of interest, drives down the mountain side, strolls through the mountain trails, etc. There are numberless forms of outdoor amusements and the ladies may feel certain of a most charming visit to the mountains.

A recent writer had this to say about this section:

"What impressed my friends most was the originality of the view. Familiar with the best European scenery, they could find nothing with which to compare it. As my movements during this journey are guided entirely by their wishes, I was glad when they said 'Let us stay here another day.'"

A TEXAS NEWSPAPER WOMAN

Texas is a mighty State, equal in extent of territory to all New England, New York and Delaware with a good part of Pennsylvania thrown in to fill out. She possesses a people who do things and a press noted for push, intelligent enterprise and co-operation not alone in the State, but in the National Editorial Association.

Among her editors, equal to any in up-to-date methods and management, is Mrs. B. F. Hart, of the Quanah *Observer*. Her husband leased this paper in 1903. His health being very poor, Mrs. Hart helped him run the paper, first by learning to do the mechanical part of the work and then dipping into the editorial end of the business. Gradually as her husband's health failed she assumed complete management of the work. Then at his death she was able to make a living for herself and two children. She bought the *Observer* printing plant and has continued in the newspaper work. Mrs. Hart is a town booster.

Her experience is another illustration of woman's ability to rise to an emergency and fill with energy and capability a place left vacant by the death of her husband.

Mr. Hart died in 1905. Since then Mrs. Hart has had the entire direction of the paper. She writes all the local and editorial copy, solicits advertisements and collects the bills. So well has she managed the plant that during the last two years she has equipped the office with an engine and other new machinery and has built a substantial office building. Mrs. Hart is a native of Texas, having been born in Ellis County.

An article recently published in the *Globe-Democrat*, of St. Louis, says of her and her work:

When any one around Quanah wants to start anything they usually hunt up Mrs. B. F. Hart, editor, proprietor and manager of the Quanah *Observer*, and find out what she thinks about it, because in the few years that Mrs. Hart has been in the business the Quanah people have come to look upon her as what is sometimes called "an important factor in local affairs."

In the first place, Mrs. Hart is the only woman in Texas who edits, owns and manages her own newspaper. To go a little further, she is the only woman in a good many States who does the job so well that it is hard for an outsider to realize that no man has a hand in the work.

In between times she has found much opportunity to do a great deal of boosting for Quanah. In fact, the Quanah Commercial Club was organized as a result of Mrs. Hart's initiative. Business men had been talking for some time about the organization of a club, but no one had taken the responsibility of calling a meeting for the purpose. Through the columns of her paper Mrs. Hart editorialized at them without avail. One day she decided a club had to be organized. She hired a band to play on the principal streets for a few minutes one afternoon and then marched to the opera house and into the auditorium, where she got up and told the business men that she had called them together to organize a commercial club. She presided over the meeting, saw that officers were elected and then went back to her work in the newspaper office. The club is still in existence and is still doing good work for Quanah. Mrs. Hart is an active member and is chairman of the Board of Directors.

Mrs. Hart will help boost Texas at the N. E. A. Convention in Seattle and expects to take the Alaska trip. Reading the National Printer-Journalist has given this Texas editor the Seattle fever and she will join the band of "Texas Boosters," and will do quite a bit of advertising for her section of the State. She writes that Texas should feel honored at having the president of the N. E. A. and Texas editors should make special effort to attend this meeting at Seattle.

DELEGATES TO NATIONAL EDITORIAL ASSOCIATION.

Continued from Page 479

Miscellaneous.

Mrs. S. E. Mason, *Journal,* Savannah, Ill.
I. E. Diehl, *Record,* Mammoth, Utah.
Miss Eva Sanders, *Register,* Centre, Texas.
J. S. Daley, *Progress,* Dublin, Texas.
Walter Fosnot, *Daily Sentinel,* Lewiston, Pa.
Dietrick Lamade, Williamsport, Pa.
H. B. Hale, *Gazette,* East Hartford, Conn.
F. L. Kauffman, Newspaper Union Pittsburg, Pa.
Mrs. T. J. Brooks, *The Mail,* Bedford, Ind.
Harry McFadden, *Daily Record,* Hollidaysburg, Pa.
L. G. Ellingham, *Democrat,* Decatur, Ind.
J. H. Simms, *Morning Tribune,* East Liverpool, Ohio.
H. A. Amos, *Daily News,* Sidney, Ohio.
Clara Amos, *Democrat,* Sidney, Ohio.
C. C. Fowler, *Dispatch,* Canfield, Ohio.
H. B. Rusler, *Gazette,* Centerburg, Ohio.
E. O. Ruse, *Magnet,* Angola, Ind.
J. S. Brenneman, *Capital,* Sedalia, Mo.
Adolph Candrian, *Abend Stern,* LaCrosse, Wis.
C. E. Nevin, *Advocate,* Laurel, Neb.
W. G. Purcell, *Chief,* Broken Bow, Neb.
Frank O. Edgecombe, *Signal,* Geneva, Neb.
Tyler Edgecombe, *Farmer,* Lincoln, Neb.
S. E. Cobb, *Enterprise,* Emerson, Neb.
Fred N. Dunham, *Review,* Wessington Springs, Neb.
J. Byron Cain, *News,* Belle Plaine, Kan.
M. V. Hemenway, *Dispatch,* Hope, Kan.
Ben Mickel, *Clipper,* Soldier, Kan.
H. F. Stapel, *Mail,* Rock Port, Mo.
E. A. Noyes, *Pendulum,* East Greenwich, R. I.
E. Lesser, *Courier,* Birmingham, Ala.
Mrs. H. D. Hill, Birmingham, Ala.
Geo. H. Hughes, *Register,* Clinton, Ill.
E. L. Solfisburg, *Courier,* Elgin, Ill.
Mrs. F. S. Greenleaf, *Journal,* Savannah, Ill.
John A. Fox, National River and Harbor Congress, Washington, D. C.
J. W. Doxsee, *Express,* Monticello.
Chas. McLean, *Times-Journal,* Dubuque, Iowa.
C. E. Hull, *Herald,Advocate,* Salem, Ill.
D. C. Adams, *Columbia City Post,* Columbia City, Ind.
John Redmond, *Republican,* Burlington, Kansas.
Rose L. Colby, 284 S. Campbell Ave., Chicago.
Mabel L. White, Treasury Department, Washington, D. C.
W. M. Glenn, *Tribune,* Kansas.

THE REAL EDITOR

FALSE OPINIONS REGARDING — THE GENUINE EDITOR WILL BE FIRM AND CANDID—A BUSINESS MAN—INSISTING ON LIVING PRICES—CAREFUL OF THE APPEARANCE OF HIS PAPER, MAKING IT UNIFORM AND ATTRACTIVE, AND GUARDING AGAINST IMPOSTERS AND FRAUDS—HE WILL BE FEARLESS, INDEPENDENT, FIRM, COURTEOUS, AND A MANLY MAN ALWAYS.

UPON the theme, "What is a Real Country Editor?" G. W. Hughes, of the *Register,* Clinton, Illinois, delivered an address before the Illinois Press Association Convention, at Ottawa, that was replete with thoughts and principles valuable to all makers of newspapers, whether metropolitan or country. All newspapers are joined in work, methods and objects by a common bond, and the greatest publishers, in the larger cities, have been graduated from papers in the smaller cities, where they have come to understand all departments of the business and feel and know, from a direct contact with the people, the readers and advertisers, the permanent results of the lines of action pursued and the methods adopted.

Mr. Hughes, whose subject might just as well read, "What is the Real Editor?" said:

"What is a real country editor?" is more easily asked than answered. There may be many answers to the question, and each of them seems to be true until the matter is given more than passing thought. Some one would say the real country editor is one who makes a financial success of his paper, but that would be no nearer true than to say the one who makes the most money is the best type of an American citizen. Some might say he is one who builds up his paper, does all he can to build up his town and never ties of returning good for evil, but this would not be a correct answer. Others might say he is one who makes no enemies, never grumbles at acts of ingratitude and smiles when every thought tells him he is a fool for not doing as his conscience dictates.

The idea many have of a real country editor is that he should wear a long face, a long coat and always use a Sunday school pencil when he writes for his paper. There is another class who would have him use the most of his columns for horse racing, baseball and other sporting news. There is another class of very brave people—which, for the good of humanity, is larger than it should be—who always enjoy reading severe things that are said of others, and to them the editor who does not punish others is a failure. Yet these same courageous cowards when asked to write and put their names to bitter articles for publication refuse to do so. Many other answers that would satisfy certain ones could be given, but they would not be correct.

NO REAL COUNTRY EDITOR.

People judge country editors as they do all others—by their own peculiar ideas, which too often are not broad enough to cover one little corner of the extensive field of wisdom in thought. The more a true answer is thought for the more it seems there is no real country editor, if humanity in its present state of ability to judge is to give the answer. The more we hunt for him the more it is evident that if he ever existed he has escaped and cannot be located. There appears to be not even one who can safely be pointed out as the real article, with the name blown in the bottle and the cork securely wired in.

The real country editor will not be a tiresome fool or a continuous liar—one who, regardless of their truth, says nice things about people. The editor who deals out chunks of taffy regardless of the facts may have some singing his praise, but the number who condemn him will be much larger. If editors oftener told the truth about people there would be more good citizens. As long as a devil can be advertised as a saint he does not worry about what the people think of him. Writing nice things about those who do not deserve them is like a church giving to a member it desires to be rid of a letter to another church recommending him as a fit subject for its "Christian love and oversight." The editor who lies to make others feel good will feel bad when the death angels are urging him to quit breathing and "come on."

MUST BE BUSINESS MAN.

In a business way the real country editor will be a business man in every sense. He will allow others to suggest or advise, but never to dictate, what he shall or shall not do. He will not allow others to fix his prices, which should always be reasonable and the same to all. He will not accept starvation prices because some penurious would-be patron tells him it is all he will pay. He will not allow advertisements regardless of the appearance of the paper till the columns remind one of a well developed case of smallpox. He will have a style of uniformity that is neat and attractive. He will not allow a three or four-inch display across the top of a page or put black faced pay local among news matter. He will not put display ads on first page of paper. He will not give patent medicine or other foreign ads such positions as "top column next to reading matter," "first ad following and next to reading" or "among home news." He will not fear starvation or a sheriff's sale if he fails to get the patronage of some unreasonable and perhaps unreliable advertiser. He will know it is better to be a man than a piece of putty. He will not insist on merchants taking space in his paper until they feel that patronizing him is an act of charity. He will not give a dollar's worth of advertising for a twenty-five cent complimentary ticket, so-called, for the special privilege of being called a "deadhead." He will not be liberal in reference to those who for "ethical" and other reasons claim they do not believe advertising pays, yet are always anxious to have mention of their doings if it is not unfavorable to their business. He will not accept work at price that mean no profit to prevent his competitor from doing it.

A MAN ALWAYS.

The real editor will not give or sell the influence of his paper to the support of one who is not worthy of that support. He will not be among those who believe a dun canine on one ticket is better than a white man on another ticket. He will not be mean and vicious in what he says of those who differ with him politically or otherwise. He will not allow his paper to be used as a sewer through which may be run the waste and the filth of thought which some would have him give outlet. He will not allow what he publishes to be anything other than clean and wholesome. He will not do many other thiings that many country editors do every day. In short, he will be a man of ability, courage and honesty, straightforward and sincere in all he does; firm, yet reasonable; courteous at all times and ever ready to do good; always an instrument of progress, but never a tool; a man always, a "thing" never.

HOSPITAL NUMBER OF THE WINONA, MINN., REPUBLICAN-HERALD

THE delayed copy of the Hospital Number of the Winona *Republican-Herald,* of which mention has heretofore been made, has reached this office. It is a great paper of seventy-two pages devoted wholly to news, editorial, local advertising and matter pertaining to Winona and to the cause which this issue especially represents. There is no padding with picture or other supplements. It is a model paper, worth waiting for in order to examine and review. One gratifying feature, apparent at the first glance, is that the paper has followed the rules, for advertising make-up, laid down by and so frequently urged in the NATIONAL PRINTER-JOURNALIST. Another noticeable fact is that this issue of this excellent Republican paper is edited by a Democrat. There are no division lines of party or creed in this country when it comes to the promotion of benevolences or the providing for the proper care of the sick or injured, and there never have been. We remember, in our earlier newspaper days, of having this matter pleasingly brought to our attention by finding a subscription list for raising a fund to care for the families of soldiers, away back in 1863. The paper showed that the largest subscription was by a Democrat who had been denounced by many as a "Copperhead," and who was, by no means the richest man in the community. It is interesting to us to notice, too, that this Democratic editor, for this one time editor of a Republican paper, is the editor, who away back in 1865, forty-four years ago, severely criticised the editor of this paper, then principal of the Rochester, Minnesota, Seminary, for admitting an ex-union soldier of color to a seat in the school, and to recall how earnestly the Rochester, Minn., *Post,* then owned and conducted by David and Cyrene H. Blakely, later of Chicago, came to our defense with the claim that a colored man who had been good enough to serve as a volunteer American soldier in the army for the preservation of the Union and thereby saved some reluctant Democrat from being drafted into the service, ought not to be deprived of his only opportunity to secure a little education. Time cures all wounds and smoothes away all differences and causes all to meet on common ground as men and brothers, ever equally lovers of this great country, with all its noble institutions, and of a common humanity. W. J. Whipple was always a noble-hearted man and ever highly esteemed in Winona, where, though his party was the minority party, he was honored with being elected to the position of Mavor and served with credit and to the city's benefit. So much by way of reminiscence.

The Winona *Republican-Herald* must surely have gained largely upon the gratitude of the good people of Winona, and won a still warmer place in their hearts and awakened to activity a broader goodwill by this Hospital Edition. It was made a means, not only of raising funds for, and uniting all the people in, a noble benevolence, but it was also utilized in a way to become a powerful agency for arousing enterprise, reviving city love and awakening city pride.

One of the important departments was that of "Interesting Letters from Former Winonians." Winona has sent out many noble men and women all over the country, and it is well for the local press to bear them in remembrance and to keep them alive, as well, to Winona's interests and growth.

The views and kind words of former residents furnish not only interesting reading but are frequently instructive and inspiring. In this symposium we notice the following from a former resident of Winona, who is now a member of the Merchants Loan and Trust Co., Chicago:

The thirteen years that I lived in Winona covered the period in which the greatest impressions are made on a man's life and character. Practically all of my school education was obtained in the Winona public schools, and assocations made and friendships formed in the earlier life are closer and more lasting than those which come later on. While a larger city has afforded greater opportunities, it has its corresponding disadvantages, and I am often inclined to envy those who are able to find a satisfactory business life among the pleasant surroundings of the Minnesota city.

Are not such words encouraging and inspiring to the stay-at-homes, tending to make them more contented, more loyal and serviceable citizens?

Then here are extracts from letters written by two ladies, both writing from their present home, New York. City. Mrs. Lois C. Akers:

The natural beauties of your city, the noble, majestic bluffs, the mighty river so full of traditions—filled us with wonder when we first came westward so many years ago.

* * * * * * * * *

If I should begin to give expression to what we found in way of sympathy and loyal friendships, I should only tax your patience beyond all bounds. But this I must say, that we are positive that never were there such tender, generous, long-suffering and helpful people as are to be found in Winona. Their constant faithfulness and sweetness was a marvel to us. Coming from associations so much more formal and conventional, it opened a new phase of life, and I hope has made us more spontaneous and helpful, so far as in us lies, toward those about us, and whom we come up against in the worry and hustle of daily living.

Mrs. L. D. Frost:

A Nurses' Home! What a fine addition to the hospital plant. We selfish mortals who are not restricted or bound by certain rules, for certain hours of every twenty-four, forget that nurses possess the same desires and needs for social relaxation as ourselves; and very many hospitals fail to provide suitable accommodations for nurses when off duty, where they may either rest, relax or enjoy.

* * * * * * * * *

In securing a home for nurses, Winona will be in advance of many larger cities; and will gain anew that name she already has, for the generous care of her people in comfort, pleasure, and improvement, as evidenced by her Hospital, Public Baths, and Free Park Concerts

We give these quotations that the editors of home newspapers, in our smaller and medium-sized cities, may realize, in their work for promotion of home comforts and attractions, what things, when looked back upon, are dearest to the memories of former residents, as well as to show how blest is the lot of one who is permitted to live and work in such a city, where every resident counts and every one receives consideration, sympathy and loyal friendship.

A letter from the son of the temporary editor of the *Republican-Herald*, Arthur J. Whipple, writing from the National Bank Building, Chicago, Ill., was filled with pleasing reminiscences of boyhood days in Winona and closed as follows:

Winona, it is indeed a dear old town. To one whose early life was so closely allied with its growth, its character, its natural beauty, the nobillity of its citizens of the earlier day, no memory can be sweeter than that which takes him back to "Auld Lang Syne."

Well, here is to beautiful Winona: "May she grow bigger and bigger until Homer shall have become the seat of population on the East, and Minnesota City on the West."

This from. "Bud" Whipple.

There are letters from all parts of the United States and from men and women in all the different walks of life. The benevolent object of this special issue appealed to all and awakened noble sentiments as well as happy memories.

"Winona's Home Coming," on August 30 to September 4, was also most appropriately featured and the statement made:

Probably in no previous week in the history of Winona will there be so many people within the walls of the Gate City as there will be during the week of August thirtieth to September fourth this year. During this week Winona will celebrate a Home Coming and Re-Union of former citizens and no efforts will be spared to make this occasion the grandest ever held in Winona and an event long to be remembered.

It has been carefully estimated that fully fifteen thousand former citizens of Winona have left this city and now live in every part of the United States.

No more potent agency could have been devised to fill former residents with desires to visit the old home, than this magnificent special issue showing the great growth of the city, and the kindly spirit of the people.

In the same section is an article that ought to be of instructive interest to all editors who are giving proper attention to the home schools and to the new and practical methods of teaching, that seek for an even and proper development of both the bodies and the minds of the children. The old proverb, "A sound mind in a sound body" has been too long neglected in modern education. This article is "About Manual Training as Directed by Prof. Sandt in the High School," and tells of the good work done and the methods pursued. The schools furnish a fruitful field, if properly cultivated, for entertaining, useful news stories, that will appeal to all right-minded members of the community, for all such are interested in the schools and in the children, the future managers of, or workers in, all the commercial and industrial institutions and the directors of the destines of city, state and Nation.

We can not give a complete review of all the departments. The churches, industries, commercial establishments and schools receive proper consideration and naturally the City General Hospital is fully described, with illustrations; its history given with portraits of the officers and directors.

The wonderful advertising patronage given this issue, is the one thing most in evidence and speaks much for the citys high business prosperity and and for the liberal, benevolent spirit as well as for the enterprise of its business men and manufacturers. We believe that a permanent increase in advertising will be realized, at least this has been our experience in the past, as the result of getting non-advertisers started in on attractive special issues that helped to begin the advertising habit.

The fifty-sixth annual convention of the Wisconsin Press Association will be held in Superior on Monday, Tuesday and Wednesday, June 28, 29 and 30. Among those who will be on the program for "shop talks" during the meeting are O. F. Byxbee, business manager of the *Inland Printer*, Chicago; S. C. Theis, special newspaper representative, St. Paul, Minn.; F. R. Huth, Grantsburg; Assemblyman Merlin Hull, Black River Falls; Mrs. Ada R. Markham, Independence; Charles G. Starks, Berlin; Judge H. S. Comstock, Cumberland, and Frank Hamill Spooner. A feature of the program will be the reading of an original poem, "The Song of the Press," by its author, R. E. Berager, editor of the *News*, Prentice, Wis. A large attendance is anticipated at the convention and elaborate plans are under way for the entertainment of the visitors.

The Cedar Falls, Iowa, *Gazette*, one of the oldest newspapers in Iowa, has suspended publication and foreclosure proceedings have been started. The plant was sold to the highest bidder on June 26th. This paper was started before the Civil War and has a most interesting history. During the earlier years George D. Perkins, now editor of the Sioux City *Journal*, was the editor and publisher and for thirty-five years E. A. Snyder owned and published the *Gazette*, making it a strong paper politically. He disposed of it eight years ago, when he was appointed postmaster, and during the past five years it has changed owners several times. For many years it had been a semi-weekly issue.

R. M. Andrews, editor of the Menominee *Herald-Leader*, will be the orator of the day at the Fourth of July ceremonies. at Marinette, Wis.

"THE BEST ON EARTH."

Ennis, Texas, June 18, 1909.

National Printer-Journalist, Chicago, Illinois.....

Dear Father Herbert:—Enclosed find check No. 129 for $2 covering one year's advanced subscription for the National Printer-Journalist, the best publication on earth for a real newspaper-man.

With kind regards and trusting I will have the pleasure of meeting you at Seattle next month, I am,

Fraternally yours,

J. P. Chambless.

ILLINOIS EDITORS AT OTTAWA

ADVERTISING, of a most attractive character, was fully tested in the securing the attendance of a goodly number of representative editors and publishers at the forty-fourth annual convention of the Illinois Press Association in Ottawa, June 16th to 18th. Invitations, visitors' cards to the Ottawa Boat Club, a nicely designed key to the city, of the up-to-date Yale Lock pattern on silver cardboard, picture cards showing historic points and splendid views, seconding the circulars and programs by Secretary Page, were sent out, from week to week, to the members. The attendance secured, considering the time of the year and the fact that it was the week of the closing of the schools in many cities, was large, much above the average of recent years.

The effectiveness of good advertising was apparent; all parts of the State were represented. We could not fail to notice the absence of many of the more elderly members and were forced to the conclusion that the "boys" are really getting or feeling old. However, a goodly band of the veterans were there and among the other notables of the profession in Illinois, General Smith D. Atkins of Freeport, who has been steadily in the service for a half century or more, less the years that he served his country gallantly as volunteer soldier and officer in the great Union Army. He has also been postmaster for three decades or more, combining the two functions, like our first great editor, Benjamin Franklin.

Editor C. W. Bliss, who is always bubbling over with geniality and humor, was absent, possibly addressing and inspiring with happy views of life some graduating class of girls and boys, and Gen. Atkinson filled his place at the convention, in making response in a pleasing and gratifying manner to the happy address of welcome by Mayor Farrell, who tendered the freedom of the city and said:

"During the next three days Ottawa belongs to you. You have the keys that will pass you to any section of the city, and as you are in full possession here, you are cordially welcome to make yourselves right at home."

The key was much in evidence, worn and showing very prettily its silver scheen by the side of the purple badge of the Association, and acting as an "open sesame" to all entertainments and excursions. It ought not be omitted to state that the convention was opened with an appropriate invocation by Rev. J. L. Albritton. The editors today are not unmindful of the higher duties and obligations of the newspaper calling and recognize and gladly serve the cause of true religion, though free from any narrowness or creed.

President S. K. Strother, editor of the *Courier,* Taylorsville, delivered an able address in which he extolled the

EDITORS AS PROMOTERS OF CIVIC RIGHTEOUSNESS

and contrasted the newspaper with other callings, placing this profession in usefulness and power above all others. He said:

The position of the editor is a higher one in moral dignity and power than that occupied by the minister, or the lawyer, or the physician, and it is our fault if we do not sustain it properly. The editor in every community is more or less criticised, if he makes himself felt at all, for everything he says, and he should have something to say on the right side of every question affecting the welfare or morality of his community. Not the narrow morality of the decalogue, but the morality of civic government—the practical equities of life. To enable him to do this he must possess a stiffer moral fiber than the average ministers, many of whom are paralyzed, at critical times, by liberal pew-holders who have "axes to grind" and who do not hesitate to enter alliance with the worst influences to get what they want. The lawyer in too many cases is enlisted in the side of the selfish interests, whose representatives are often the liberal pew-holders who keep the minister in meek subjection. The minister, mindful of his job, keeps a discreet silence, while a fat fee, or a seat in congress or the legislature, holds the lawyer and gives him a chance to sell his vote and influence, and along with them his manhood. The physician consciously and unconsciously bends to the same influence, and thus we have the educated force of the community—the diploma and the sheepskin class—in an equivocal position in nearly every contest waged for the betterment of human conditions.

Upon the editor of the newspaper rests the brunt of the fight for civic righteousness. Besides the moral stamina of the preacher, the ability of the lawyer, and the skill of the physician, he must possess courage, for the powers of unrighteousness, whether in the form of anti-local option, a new issue in Illinois, or special privilege, or what not, are strongly entrenched and vindictive, and the editor of the newspaper which assails them faces certain business losses, and even bodily harm.

DUTY BEFORE MONEY.

The average editor occupies a higher position than the average minister, lawyer or physician, because, unlike them, he is not deterred by fear of "losing his job," or of bodily harm from using the great influence of his position to advance the cause of moral progress and increase the sum of human content by striking at special privilege in the manifold forms in which it presents itself. The true editor, one who is in love with his profession and who is putting his soul as well as his brain into it, pays no attention to the modern Iago when he says, "Put money in thy purse." The true editor puts private conscience and public duty and honor before money.

Therefore, brethren, is the editorial profession the noblest of all professions, and I congratulate you, members of the Illinois Press Association, because you belong to it. None know better than you the extent of the hypocrisy with which the so-called higher professions are honey-combed, and how little sincerity and value there is to the criticism which they are so free to aim at you.

Coming to the business side of this meeting, I presume I am expected to say something about memberships, parcels post, publication of laws, postal regulations, tariff on print paper, and the printing of envelopes by the government. All my predecessors have covered these points, and they did it well, and eloquently.

TARIFF REVISION.

Committees have been appointed, and resolutions adopted, but the special session of Congress called to revise the tariff has revised it in the interests of the

paper trust, and all other trusts. It occurs to me that the newspapers of the country, metropolitan, provincial and rural, must agree that the tariff is not a political question, to be wrapped up and saved in political prejudice, but an economic question affecting the welfare of every man, woman and child; and to get at the root of the matter we should go after the Senator or the Congressman who stands for the trusts, and against the people. For instance, Aldrich should be removed from the Senate, not because he is a Republican, but because he is the unblushing servant and advocate of special privilege. Bailey should be removed, not because he is a Democrat, but because he stood with Aldrich in favor of the lumber tax. Until the people stand for themselves, uninfluenced by political prejudices, the trusts will always get the better of them. The trust has no political prejudices; neither has the liquor dealer.

THE PARCELS POST.

The parcels post evil I consider not imminent. It will not become a dangerous question until the metropolitan representation in Congress outnumbers the country representation. The postal laws and regulations will never, in my judgment, become burdensome to the legitimate newspaper in this country, and as to the publication of laws and constitutional amendments, I am informed that the committee authorized at the Champaign meeting last year will have a report to make, and when this report is made the matter can be taken up and discussed thoroughly and the association take what further action it may think wise or necessary. Personally, I think all general laws, controlling in any way the actions and conduct of the citizens of the State, should be given the widest possible publicity and the full text of all constitutional amendments should be published in every county.

ENVELOPE QUESTION.

The printing of envelopes by the Government is an undoubted evil. It is a gross injustice to the thousands of printers throughout the country who have invested their money in material with which to do this work, and it is an unwarranted invasion of a legitimate business field, which is nothing short of socialistic, too, from the standpoint of a mighty government, in a very small way.

It may be contended in support of the Government's position in the matter, that the Government does the work cheaper than the individual printer can do it, and the consumer benefits from it, which is true. The individual printer cannot compete with the Government in the printing of envelopes. The consumer saves a very little money by buying Government envelopes, but who will have the hardihood to defend the Government printed envelopes on that account? The Government could lower freight and passenger rates by owning and operating the railroads; it could sell coal cheaper to the people by owning the coal mines; it could give all the necessities of life much cheaper to the people if it would take away from the trusts all protective tariff duties. And why not all of this if the Government is to set up a gigantic printing office for the purpose of destroying private business initiative as represented in thousands of printing offices in all parts of this country?

I hope this Association at this meeting will take vigorous action on this matter. Other state associations are going after the Government in no uncertain terms, and Illinois editors and printers should be at the front of the fight. A committee ought to be appointed at the beginning of this session and instructed to draw up resolutions reciting the evil, and calling upon the representatives from Illinois in the National Congress to introduce and push to passage a bill denying the Government the right to print a business card of any kind on its stamped envelopes. These resolutions should be passed unanimously by this body and the secretary instructed to mail a copy to each Senator and representative from Illinois.

Continued on Page 490

By courtesy of Western Publisher.

Members of the Illinois Press Association, Ottawa, June 16-18, 1909—Picture was taken on the steps of the Opera House just after the return from the visit to the Federal Glass Factory, Thursday morning.

UNITED TYPOTHETAE OF AMERICA

ANNUAL CONVENTION AT DETROIT, MICH., WEDNESDAY, THURSDAY AND FRIDAY, JULY 14TH, 15TH AND 16TH.

ANNOUNCEMENT of the Convention of the United Typothetæ of America this year causes a reminiscent state of mind and a feeling not untouched by sadness. The recollections of the occasions and happy associations enjoyed and friendships formed are most pleasurable, but the remembering that so many, who, during the years since 1888, when we first met with the Typothetæ in New York City, took a prominent part in these conventions from year to year, have passed away, touches with sorrow every incident of which these genial and faithful followers of Franklin's Art formed so large a part. Scores have gone over into the mysterious unknown and an enumeration of these here is impossible, but the mention of a few of the score, who have filled the position of President, recalls many others and serves to impress the thought of the extent of the harvest that has been reaped by the angel of death: Andrew McNally, of Chicago; Col. Horace J. Rockwell, of Boston; William A. Shepard, of Toronto; William H. Woodward, of St. Louis; John R. McFetridge, of Philadelphia; Cyrene H. Blakely, of Chicago, and Ezra R. Andrews of Rochester; over one-third of those who have served as Presidents have passed away.

These men were all vigorous, full of life, hopes and joyous activities twenty years ago, as were a proportionate number of members who have also fallen. They were noble men and while it is right to seek all that is bright and that affords in intelligent pleasure and that contributes to wellbeing and hopefulness among the living, for the better meeting difficulties and carrying forward successfully the useful work of the world, it would be most fitting that a session of the coming Convention should be devoted to recalling the lives of the departed and to honoring their names. It is proper to remember military heroes, but nevertheless, not those alone who risk or give up their lives on the battlefield, live and die for their country and their fellow men.

Every man who worthily, bravely and faithfully performs the duties that come to him, in all the sacred relations of life, is worthy of equal honor and remembrance, and such remembrance is generally more useful to society and to good citizenship, more helpful and inspiring to those who must meet like duties and responsibilities.

Some of the Members of the United Typothetae of America at Boston Last Year.

Detroit is a model city in which to hold a convention and there is no doubt but that the one to be held at Detroit from July 14th to 16th, this year, will be equal in enjoyment and usefulness to any of its memorable predecessors, held at Chicago, New York, St. Louis, Boston, Rochester, Milwaukee, St. Paul and Minneapolis, Kansas City, Philadelphia, Cincinnati, Niagara Falls, Atlantic City, and other points. They have all been grand occasions, and the cities visited, with their attractions and hospitalities, have made them memorable.

The meeting at Detroit will be held in the Convention Hall of the Cadillac Hotel, which is to be headquarters. The Executive Committee meets, as usual, on the Tuesday preceding. In the evening an informal smoker will be held and reception for the ladies. Wednesday morning, July 14th, at 10 o'clock, the Convention opens, continuing into the afternoon, with intermission for luncheon, and that evening it is expected that a cost lecture will be given. Thursday morning, at 9:30, the Convention meets in Executive Session for one hour and a half, after which follows the regular open session. In the afternoon a River ride up the Detroit River and back, dinner being served on board on the return trip. Friday morning the closing session, with election of officers, etc. Wednesday afternoon an automobile ride has been arranged for the ladies.

We have enjoyed the hospitalities of Detroit in convention with the members of the National Editorial Association, and fully appreciate the delights of a visit and stay in that city and a trip on its splendid river in the summer time.

We fully corroborate the following that appears in the Secretary's Bulletin, and give the names of officers found therein as a matter of valuable information:

The Cadillac is one of the largest and handsomest hotels in Detroit, and is run on both the American and European plans. The members attending the convention will have no difficulty in being made comfortable. Arrangements have also been made with other nearby hotels for the overflow and for those who prefer smaller and quieter quarters. Requisition blanks have been furnished local secretaries, descriptive of the different hotels, rates, etc., and it will be well for those expecting to go to the convention to make their choice and reserve rooms early. Detroit is a popular convention city in the summer months, owing to its cool and delightful climate and is pretty sure to be crowded. The convention is also likely to be largely attended and it is the desire of the local committee to make every one, whether delegate, alternate or visitor, as comfortable as possible.

A departure from the usual programs followed in former conventions will be one or two afternoons devoted to local secretaries, when reports from cities will be offered showing trade conditions and suggestions for the advancement and improvement of the organization. Papers will also be prepared, and read at this time. on the work of the local secretary and what is necessary to make his work successful in the upbuilding of his organization locally.

The program of the convention is particularly interesting both in entertainment and work. The selection of Detroit on account of its geographical location is a good one, and delegates and others are sure to be well repaid for the time and money expended.

The following are the present officers of the United Typothetae of America: President, E. Lawrence Fell, 518 Ludlow St., Philadelphia; Vice-president, Wilson H. Lee, New Haven, Conn; Treasurer, A. M. Glossbrenner, State House Square, Indianapolis, Ind.; Acting Secretary. Franklin W. Heath, The Bourse, Philadelphia.

Executive Committee: Wilson H. Lee, New Haven, Chairman; A. R. Barnes, Chicago; Issac H. Blanchard, New York; George M. Courts, Galveston; J. Stearns Cushing, Norwood, Mass.; H. K. Dean, Grand Rapids; George H. Ellis, Boston; John Stovel, Winnipeg, Canada; Wm. J Golder, Pittsburg; Franklin Hudson, Kansas City; E. C. Tanger, Rochester, H. W. J. Meyer, Milwaukkee; L. T. Davidson, Louisville; Samuel Rees, Omaha; Robert Schalkenbach, New York; C. M. Skinner, St. Louis; Fred L. Smith, Minneapolis; Edward Stern, Philadelphia; E. M. Watson, Jersey City, President and Treasurer Ex-Officio.

INVITATION AND OFFICIAL PROGRAM, TWENTY-SECOND ANNUAL CONVENTION OF UNITED TYPOTHETAE OF AMERICA.

OFFICE OF THE SECRETARY.

PHILADELPHIA, PA., June 18, 1909.

MR. B. B. HERBERT, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

DEAR MR. HERBERT:—I am enclosing you, herewith, program for the Detroit Convention. I trust that you will be with us that week. Very truly yours,

FRANKLIN W. HEATH,
Acting Secretary.

PROGRAM

JULY THIRTEENTH

Tuesday Afternoon—2 P. M. Meeting of Executive Committee. Filing of Credentials with Credentials Committee.

Tuesday Evening—Informal Reception and Smoker in the Hotel Parlors. The Detroit Typothetæ will have a man at the Hotel Headquarters who will be pleased to furnish information to delegates and visitors concerning points of interest in and around Detroit, directions for reaching various points, and in fact any general or special information which may be required for the convenience of our guests.

JULY FOURTEENTH.

Wednesday Morning—Formal opening of the Convention in the Convention Hall at the Hotel Cadillac, at 10 o'clock. Short Address of Welcome by Mayor Breitmeyer of Detroit. Also a short talk by John Trix, President Employers' Association of Detroit.

Wednesday Afternoon—3 P. M. Secretaries' Meeting with reports. Special order of business. Automobile ride for the ladies of the Convention, through the park system and various places of interest in and about Detroit. Automobiles will start from Hotel Cadillac at the Boulevard entrance at 2 o'clock P. M., weather permitting.

Wednesday Evening—8 P. M. Lecture on Cost of Production, with lantern slides, to which *all printers* are invited.

JULY FIFTEENTH.

Thursday Morning—9:30 A. M. Executive Session, delegates only admitted. 11 A. M., Regular Session, open to alternates and visitors.

Thursday Afternoon—Session of the Convention.

JULY SIXTEENTH.

Friday Morning—9:30 A. M., last session, election of officers, etc.

Friday Afternoon—A water trip on the Steamer Pleasure to the Flats, the Venice of America, and down the Detroit River to "Bob-Lo."

Boat leaves foot of Woodward Avenue at 1:30 P. M., for a trip up through the Detroit River, Lake St. Clair, the Ship Canal, and the Flats—a ride that is a little different than any other boat trip in America.

Dinner will be served at "Bob-Lo" at 6 o'clock. You can not afford to miss this trip.

Visitors will be admitted to all meetings except the Executive Session, Thursday morning, which lasts for an hour and a half, after which they will be welcome.

ILLINOIS EDITORS AT OTTAWA.

Continued from Page 487

The association may authorize the President to appoint this committee, or it may be appointed by the association itself.

NEED OF CENTRAL PRESS ORGANIZATION.

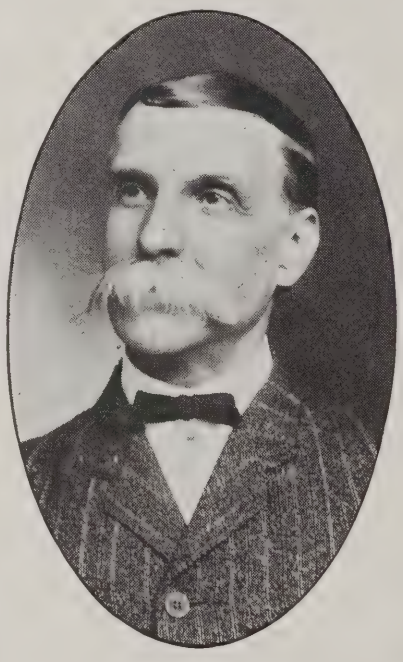
The membership question is a difficult one. There is a tendency to combine in smaller groups and by class. But the children of the parent organization should not leave it. There can be no objection to county organizations, or district associations or daily newspaper associations. They can accomplish much good, but they should become a part of a powerful central organization. All of them should be a part of and auxiliary to the Illinois Press Association. There is nothing incongruous in the idea of all the newspapers of Illinois, weekly and daily, large and small, united in one powerful body for the common good. There are fundamental principles and interests common to all, and all should unite in the common behalf. I would like to see this Association make a move in the direction of enlarging its scope and power by enlarging its membership so as to include all the newspapers of the State—those printed in villages, and those printed in the larger towns and cities—daily, weekly, semi-weekly or monthly. How to go about it is the difficult thing. As a preliminary, I think it would be a good idea for this association at this meeting to address a letter to all the various newspaper associations of the State, setting forth the plan we have in view, and asking for their co-operation. This letter could be prepared by a committee, or by our able and versatile secretary, and by him mailed to the secretaries of the other associations with the request that it be brought up for action and reported on to this body. The reception the proposition meets with will demonstrate whether it is feasible or not and whether it will be worth while to carry the matter further. There can be no question, however, that one strong, powerful, harmonious organization can accomplish more good than a dozen or a hundred scattered bodies having the same aims and objects in view.

"PRINTING GOVERNMENT ENVELOPES"

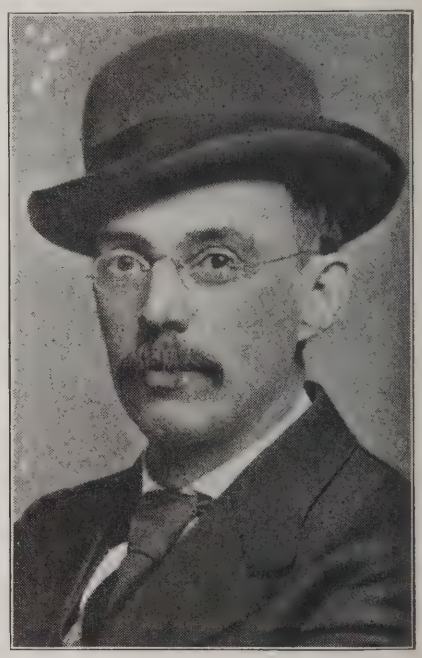
was the first subject on the program, and an able paper was presented thereon by Charles W. Warner, editor of the *Chronicle, Hoopeston.* He is also a postmaster and "hooped" it up for the Government side. A lively discussion followed. The editor of this paper, on account of many other pressing duties, was not present at this session, but our information is that the two postmaster-editors taking part therein, were extremely loyal to the idea and plan of the Government printing the envelopes, for which printing the postmasters are agents, thereby swelling the receipts of their offices with the possibility of adding a $1 or more a year to their salaries.

Yet we do not wish even to intimate that any mercenary motives influenced these editor-postmasters, though, it is stated that one of them charged his brother-editors with a sort of disloyalty in being against this long-settled practice of the Postoffice Department of our great and free Republic.

Wm. T. Bedford, Publisher of LaSalle Tribune.
Newly Elected President of the Illinois Press Association.



J. M. Page, Jerseyville, Ill.
Secretary



Eugene L'Hote, Milford, Ill.
Treasurer

State Senator J. B. Castle of the Sandwich *Argus,* presented the following preambles and resolution and the matter was finally laid over until Thursday morning, when the resolutions were adopted:

Whereas, The Government of the United States through the Postoffice Department, is entering into unjust competition with the printers of the country without benefit to itself and to the great detriment of the printers.

Whereas The Government derives no profit from the printing of the envelopes and it must necessarily sustain loss which has to be borne by the general public in the making up of this

deficit; and the Government charges no more for a stamped envelope with a printed return card thereon than it does for the stamped envelope without the return card. And,

Whereas, The practise is not only unfair to the printing business but it is an unjust burden upon the people who have to bear the expense of making good the loss sustained by the Government in doing this class of work. And,

Whereas, We believe that it is against the fundamental policy of our Government to come into competition with the individual activities of its citizens and that the statute permitting this injustice to one of our most patriotic and enterprising class of professional and business men, should be repealed and the business returned to its local communities.

Therefore, Be it Resolved, That we, the members of the Illinois Press Association, in meeting assembled at Ottawa, Ill., June 16, 17 and 18, 1909, are opposed to the United States Postoffice Department printing the return card upon envelopes in competition with the printers of the United States, and we hereby respectfully request that our Senators and Representaatives in Congress from Illinois do all in their power to secure legislation which will do away with the competition of the United States Government with the printers, and that the secretary of this Association mail to our Senators and to each Representative in Congress from this State, a copy of these resolutions.

On Wednesday evening, Hon. W. H. Stead, Attorney-General of Illinois, delivered before the editors and citizens the annual address.

Thursday morning, the members of the Association boarded the street cars and were taken over the city to the Federal Plate Glass Works, where they had an opportunity to witness the process of making plate glass. There is no glass factory in the United States where a better quality of plate glass is made than in Ottawa. In fact, expert judges claim that no superior glass is made anywhere. The visitors were taken through the entire works and the process of glass making was witnessed, the kinds of sand used, the machinery, etc. This visit to the factory proved one of the most interesting features of the day to the newspaper men. Returning to the city again the members of the party, which through the courtesy of the *Western Publisher,* we are able to show herewith, lined up in front of the Ottawa theatre and a photograph taken of the group.

The only business session of the day was held at 10 o'clock in K. of P. Hall, a short program being given. Vice-President G. W. Hughes of Clinton, presented a paper on, "The Real Country Editor." Mr. Hughes is well qualified to discuss this subject and his dry humor made the address doubly interesting. Following this was a lively discussion of the "Printing of Government Envelopes." The discussion against the adoption of the resolution was led by Postmasters Bedford of La Salle, and G. W. Warner of Hoopeston. The arguments of editors Bedford and Warner proved to have little effect upon the other delegates, and the resolution against the printing of envelopes by the Government were adopted.

Thursday afternoon the members of the Association boarded a special interurban and made a trip to Marseilles, where they were escorted to the Marsatawa Country Club, where a reception was held and the guests served with a buffet and cigars. An address of welcome was made by Editor J. F. Schureman, of the *Commercial Poultry Journal,* and responded to by a member of the Illinois Press Association. A short talk was also given on "Marseilles and the Deep Waterway" by ex-mayor Ebin J. Ward. An orchestra furnished music. An inspection of the dam was made and then the visitors were escorted to some of the leading industries of that city.

Returning from Marseilles to Ottawa they were escorted to the Ottawa Tent Colony where a banquet was served and they were shown over the beautiful grounds of the colony, which company has been organized for the treatment of tuberculosis.

Returning from the Tent Colony they became the guests of the Boat Club, where they were treated to a stereopticon lecture on "Starved Rock" by Horace Hull of Ottawa. This lecture is unusually interesting and was greatly enjoyed by the newspaper men, Mr. Hull being an excellent and entertaining speaker and has a happy faculty of presenting his subject in a very realistic style.

This was followed by a reception and ball which was largely attended and proved a most interesting and enjoyable affair.

Friday morning the final business session was held. The question of typesetting machines was ably discussed, reports of committees received and resolutions adopted and officers elected

President, W. T. Bedford, *Tribune,* La Salle; First Vice-president, H. F. Dorwin, *State Journal,* Springfield; Second Vice-president, W. H. Freeman, *Signal,* Chicago Heights; Third Vice-president, J. M. Sheets, *Oblong Oracle,* Oblong; Secretary, J. M. Page, *Democrat,* Jerseyville; Treasurer, Eugene P. L'Hote, *Herald,* Milford.

The finale to the convention was Friday afternoon, when a trip was made to the historic and most famous Starved Rock, and was the most enjoyable trip made during the convention. The trip was made down the Illinois river on boats, and as they moved down the stream the editors of Illinois were given the opportunity to view the most beautiful river scenes in the State.

A 92-page special edition was issued by the Spokane *Spokesman-Review,* June 17th. The number commemorated the 25th year of its publication as a daily paper, and showed in picture, article and interview the wealth and development of its field, the Spokane Country. Copies of the paper were sent to thousands of eastern addresses. Towns tributary to Spokane took advertising space in the edition to exploit the attractions of their localities.

SUCCEEDS DESPITE "A BADLY BROKEN LEFT ARM."

(From the Morristown, Tenn., *Sun,* June 21st.)

The *Sun* is rounding up its first year of existence, during nearly all of which time the editor and manager has suffered, more or less, from the effects of a badly broken left arm. But, notwithstanding all this, we are proud to truthfully state that the paper has been a success from the very start, having been accorded a good advertising patronage and secured a subscription list that any paper should be proud of. It will continue to "shine" brighter than ever from now on and hopes to continue to be favored with the patronage of an appreciative public.

E. M. Hardy is manager of the *Sun.*

THE EXPOSITION AND WHAT IT AIMS TO DO

SEATTLE is ready to play actively her part as intermediary between Occident and Orient. She introduces the great and fully developed world of the West, to the great and practically undeveloped world of the Far East and to the knowledge of both she brings the vast domain of the North, Alaska, that they three may thereafter get together for their profit and advancement.

In a word, through the agency of the Alaska-Yukon-Pacific Exposition, the tremendous developmental energy of America is ushered into the theater of the world's work during the centuries that are to come.

It is the first congress of the nations that lie on the western seas, such a congress as the world has never known, for participating in it are nations and races that have only just awakened and felt the fire that moves to national endeavor and accomplishment.

The China that was asleep and is now awake is making preparations to outdo, if that be possible, her lusty, wonderful neighbor, the Mikado. Siam and Anam and Burma, aroused by the unheard-of racket of preparation being made by their erstwhile somnolent parents, are also up and doing as fully determined to show to the world their capacity for its tasks.

Uncle Sam is spending a quarter million to give to the American people a correct knowledge of the much-misunderstood Filippino and his tremendous capacity for production and industrial excellence, and there are exhibits also from those island neighbors to Luzon, Sumatra and Java, and with them also Ceylon and Borneo and the other spice islands of the Straits Settlements, with a characteristic display from Singapore, with the whole Malay Peninsula included. Penang has sent its women, its spices and its incense, with all else that throws glamor over equatorial existence.

Japan's exhibits at the exposition is far the most elaborate that Nippon has ever made. Not since the day Uncle Sam quietly shook the land of the rising sun by the shoulder and wakened it from the sleep of ages have the Japanese answered to the industrial call as they have answered to the invitation of Seattle. The first and always the staunch friend of the natives of Nippon on the Pacific Coast, Seattle's request has been considered a command by the home government, and as a result the whole life of Tokyo is taken up and transplanted to the northwestern shore.

Not only the commercial life of Japan is shown, but the home life of the people, their daily habit of life and dress—the way they are today, the way they were 100 years ago when the Samurai lorded it over all the land, and the man of business and affairs commercial ranked with the scullion and the petty thief. Japan does not plan to show only the great things it has today, but its whole romantic, startling story.

Australia, all Australasia in fact, and this includes New Zealand and whole battalions and regiments of islets and islands that lie under the southern cross, have made as complete a showing as any other nation or colonial government. Had that not been assured before, the visit of the American fleet to Sydney would have made it certain. It has taken in as dead earnest "hands across the sea" when Sperry and the armada sailed in past Sidney Heads, and it's a good-natured question down that way whether the land of the kangaroo owes fealty to King Edward or Teddy Roosevelt.

Alaska's exhibit, or better, exhibits, will be a revelation to the hundreds of thousands who strangely know little or positively nothing of the world's great treasure box. The exhibits are such that there will no longer be ignorance. It is Alaska as it is, even to the romance of the trail; mysteries of the blizzard and the hardships of the great white silence. It is shown by constant mining operations how it is that Alaska, in ten years of work, has leaped to second place in the gold production of the world. It is being shown why the millions of Morgan and Guggenheim are expended like water to overcome physical obstacles which, until the present, were considered insurmountable, that they may lead railroads to the most enormous deposits of copper the world has to offer.

Alaska's fisheries, which although half-developed, are still factories for turning out millionaires, are shown in full operation, and the other trading possibilities of the never-ending Alaskan coast are completely demonstrated. The Esquimaux, the Siwashes, the Indians of the Yukon and the giant aboriginals of the farther north, the Gens du Large with their sled dogs, which are half wild wolf, their Klootchmen and their children, their birch canoes, and the kiaks in which the coast huntsmen chase the walrus and the whale are also shown, as also is the big game with which Alaska abounds.

All the states of the West and many of those of the East and South have buildings of their own within the Exposition reservation. Canada and Yukon have whole divisions, for they have as much to show and as much to develop as has any other exhibitor.

The state of Washington alone is spending a million of dollars that its wondrous resources may be amply shown. Its vast stores of timber, grains, fruits and mineral and its remarkable fisheries are arrayed as they are.

And that all of things may be shown, and that Seattle may do properly and well the great big thing which it has set its hand to do, twenty millions of dollars have been spent in the one way or another.

The Exposition city has been builded in a virgin forest, upon which Mount Rainier looks down from a height of 15,000 feet. Its palaces, many of them of permanent brick, rise among firs and cedars and hemlocks. Its grounds are tangles of bloom and woodland greens. The site slopes to two lakes, that set like gems in the woods, and upon the water, thee life and beauty of Venice will be produced

In the buildings there are all the beauty and attraction of Oriental curve and graceful towering pillar. The structures are grouped in a series of circles surrounding a central court, in which rises the imposing Alaska shaft, and down which plunge the magnificent cascades to Geyser Basin. Around the central court, in a semi-circle, are the splendid buildings that have been erected for the United States government to house the exhibits from Hawaii and the Philippines and the government's Alaska exhibit

The out and out amusement features of the Exposition are said to excel anything produced at any world's fair down to this time. At Chicago it was the "Midway," at St. Louis it was the "Pike," and at the Lewis and Clark Exposition it was the "Trail." At the Alaska-Yukon-Pacific Exposition it is the "Pay Streak," and upon it are only such amusements as are the "last word" in their lines. There is, of course, the usual Oriental village, with its caravans, theaters and cafes, but it is no stock production. On the contrary, a special commissioner was sent through the Oriental countries to gather at first hand the leading amusement features and everything else that would serve to show every day life of the peoples. Turkey, Greece, the Levant generally, have been laid under tribute.

The illumination of the exposition grounds is on a magnificent scale. In the decorative feature of the grounds alone one million eight-candle power incandescent lamps are used, and by night every building on the grounds is brought out in blazing outline. The cascades are illuminated with powerful submerged electric lights of various colors and the Geyser Basin is a lake of liquid fire. The Alaska shaft is also lined with lights, and the shore waters of Lake Union and Washington, which lie upon the exposition city, are made beau-

tiful from below, as well as above, by the same system. On Lake Union the government carries on experiments with submarine torpedo boats, and at night the operation of the craft may be plainly seen by means of a myriad of lights placed under the water.

Enough electricity is used for both power and light on the Exposition grounds to supply the needs of a busy city of 40,000 population.

In most part the Exposition city has been permanently constructed. Several of the buildings are of stone and pressed brick over steel construction, and these will revert to the State University after they have served their purpose with the Fair. A complete and modern sewer system has been installed and also a water system, which is connected with the city supply. All of the electric wiring has been done underground, not a surface wire showing anywhere above. All of the boulevards, streets, plazas and walks have been heavily paved in bitumen and cement, and the gardens which lie between have been planted as a permanent state institution.

Splendid boulevards have been builded along the lake fronts of the grounds, and these all lead to the general passenger depot outside the enclosures, at which six lines of electric urban and interurban electric lines will deliver passengers. Other passengers are delivered on the lake front by the "mosquito fleet," a cloud of small power craft, and many large ones, which ply on Lake Washington between the various stations.

Seattle itself is well able to care comfortably for no matter how large a crowd may be attracted by the Exposition. It has many excellent hotels and restaurants and its associations of hotel and eating house men have held meetings and pledged themselves to abide by their usual scale of prices throughout the Exposition period.

Should the capacity of Seattle be at all pressed the city of Tacoma is only an hour and a half away by a splendid interurban trolley service, and it, too, offers the best to be had of hotel accommodation. All around Puget Sound, for a matter of that, are cities which boast first-class hotels and which are connected with Seattle by almost constant boat service over one of the most beautiful bodies of water in the world.

The larger towns of the Dominion are also close at hand; so much so that one may in a day go sightseeing in either Vancouver of Victoria, to the remarkable coal mines on Vancouver Island.

To the sightseer these side trips from Seattle offer such scenery as may be had nowhere else. To the sportsman two hours' journey from the city will provide him with bear or deer shooting and unexcelled trout fishing at all seasons of the year.

An exhibit of live specimens of the big game of both Washington and Alaska is one of the most interesting features of the big fair.

The Forestry Building will be the largest log house ever built, and about the front of the structure will be 124 logs, each forty feet high and containing 6,000 feet in board measure. The weight of each one of these great logs is estimated at 50,000 pounds. The dogs used in the exterior of the building are being left in the rough, while those used in the interior will have the bark removed.

One of the ornate buildings on the Exposition grounds is the music pavilion. This building is of colonial architecture, with many of the characteristics of the French style, carrying columns modeled after those surrounding Washington's old home at Mt. Vernon. In the frieze about this building is a musical staff and other decorations of a similar nature.

The home of the Arctic Brotherhood on the Exposition grounds is typical of the houses in Alaska and the north of Finland and is built of logs. The landscape features about this building represent gardens seen in the north. The structure to be equipped by the Japanese and Chinese will be strictly Oriental in general chartcer. On the Pay Streak, the Exposition amusement street, many of the structures will follow Japanese architecture, and the entrance to the gayety boulevard is of Jap-Alaskan design, so called because the main arch will consist of totem poles supporting curved roofs.

A large number of structures are of the free American style of architecture, but have been so located as to make a complete picture, with the buildings in the main group following the French renaissance design.

Surrounding the Exposition is a forest, and much of the natural verdure has been left. The formal gardens approaching the Manufactures and Agriculture palaces are similar to those in the public parks of Versailles and are French in design. From the standpoint of the lover of the beautiful the Pacific Exposition will rival if not excel any world's fair in history. The first consideration has been the landscaping, floral display, illumination and sculpture. This combined with the mild climate of the Puget Sound country, the beautiful mountains, lake and woodland scenery and the central location of the grounds will result in the Alaska-Yukon-Pacific Exposition being one of the most beautiful and attractive ever planned.

The principal work of sculpture is the Exposition monument, at the head of the Cascades. It is seventy feet high and stands on a pedestal twenty feet in height. About the base of the pedestal are three seated female figures symbolical of the Northland, the South Seas and the Orient. The Column is of Corinthian design and carries a globe showing the signs of the zodiac. Surmounting this globe is a huge American eagle.

The animal groups about the Geyser Basin are an elk, bear, timber wolf and cougar, all representative of the Northland. Ornamental vases, carrying the official emblem of the Exposition staff, circle the entire central court around the Cascares and the Geyser Basin and in front of several of the larger buildings. These vases will contain many varieties of flowers, and the pergolas about the front of the buildings will be completely covered with climbing roses. The electroliers on the grounds are of French Renaissance design and the settees of Roman design. The decorative light standards provide for a large sphere of light, each containing sixty thirty candlepower light.s

The 1909 Exhibition will be well lighted, and thousands of lights will be used in the illumination of the buildings. On the Manufactures and Agriculture Buildings will be a total of 17,000 lights for the exterior decorations, and it requires more than 5,000 each to outline the Mines and Fisheries Buildings. On the Fine Arts Building will be 4,000 globes, and the auditorium will require 5,000 lights. In the Geyser Basin are more than 1,000 lights, and 1,500 will be used in the electrical decorations under water about the Cascades, illuminating the falls with the colors of the rainbow.

In the greenhouses owned by the Exposition company are more than 1,000,000 plants of every description to be used in building beautiful floral designs and sunken gardens. When the Exposotion opened climbing roses, geraniums, rhododendrons, cactus dahlias and many other varieties of flowers were found massed in profusion about the big structures, giving forth color and perfume from every conceivable nook and corner.

THE SCENIC SETTING OF THE EXPOSITION.

Standing by the Cascade fountain in the Exposition grounds and looking a little east of north down Rainier Ave-

Continued on Page 497.

"PRINTERS' ESTIMATES WHY PRICES VARY SO MUCH"

"THE PRINCIPLE OF MAXIMUM AND MINIMUM" AS APPLIED TO NUMBER OF PRINTING FORMS AND ELECTROS.

IN a recent issue, the *Business Man's Bulletin,* of 140 Nassau St., New York City, the following somewhat novel and none the less suggestive treatment of the matter of economy in the duplicating of forms by electrotypes for the saving of presswork, deducing a rule as to the extent of the same, will prove profitable and useful:

The general run of printing consists mainly of three distincts parts, namely: composition, press work and "make-ready." Composition, whether it be done by hand or machine, can be duplicated by means of electrotyping. By press-work we mean the number of impressions of the press it takes to complete the job. "Make-ready" is the time it requires to get the type form ready for printing after it is delivered to the pressman.

In order to save in presswork it pays to duplicate the type forms up to a certain point; after this point the cost of additional duplicate electros will offset the economy in press-work. Every printer knows this. But he doesn't know where the dividing line is. It takes him some little time to try to find it in different ways, and often, to avoid tiresome figuring, he is satisfied with a guess—or, what is still worse, goes according to the first available stock size of paper he can think of.

The result is that the consumers pay for the printer's ignorance or negligence, while the printer is not a winner, because he increased the cost of producing the work.

If the reader was familiar with the principle of maximum and minimum (the application of the differential calculus in higher mathematics), he would know at once that the minimum cost on this particular line of work—i. e., the most economical combination of number of electros and press-work—would be *when the total cost of the electrotypes or composition is equal to the total cost of the presswork.* As all of our readers are not versed in higher mathematics, the sentence in italics is a good one for them to remember.

The original cost of composition does not change the matter—this is self-evident. The variation in the cost of the make-ready for a few electros, more or less, will not effect the above rule, as the cost of make-ready can easily be added proportionately to the cost of each duplicate, or considered separately, while in a good many cases it can be overlooked altogether without materially affecting cost.

The only handicap to a general application of the above rule is in securing a suitable size of paper for the proposed number of duplicates.

To illustrate further: Supposing that the bill from your printer for 100,000 copies of a certain circular reads like this:

16 electros at $1.00	16.00
6,250 impressions at $1.00	6.25
Total	$22.25

As the cost of electros in this case exceed considerably the cost of the presswork, it is seen at once that the total amount could be reduced by decreasing the number of electros. Applying the first rule laid down to this particular job, it will be found that when the number of electros is ten, the total cost is reduced to the minimum, while for practical purposes nine or twelve are nearly as good.

Cost of electros	$ 9.00	$10.00	$12.00
Cost of presswork	11.00	10.00	8.33

If you can't save $2.25 on paper—and the chances are you can't—you are actually throwing this money in the street. There is scarcely any satisfaction in knowing that it will not be a printer who picks it up.

While this illustration shows only the principle of the problem, without going into the details of the print shop, it gives a basis for an intelligent understanding of the question. In some cases the saving on a single job may amount to several hundred dollars, particularly when there is time to have paper made to order to the special size needed to print the job to the best advantage.

ILLINOIS WOMAN'S PRESS ASSOCIATION ELECTION

The Illinois Woman's Press Association closed its twenty-fourth year June 3rd with a most successful annual meeting. The reports of officers and committees showed the most prosperous in the annals of the club. Mrs. Mate Palmer, the retiring president, had reason to be proud of her administration which closed most auspiciously. The programs of the monthly meetings during the past year have been noted for attractiveness and excellence. The program of the last meeting, May 6th, was appropriately designated as "An Indian Evening." It was held in Fullerton Hall, of the Art Institute, with an attendance of about 500. The affair was arranged by Mrs. Margaret Handy of the *Railway Record,* chairman of the reporters' section, she claiming that the American Indian was the first reporter.

The treasurer, Mrs. Estelle R. Snyder, reported a total of over $700 in the treasury, of which about one-half is a permanent fund to establish a hospital bed for indigent women writers. The historian gave a recapitulation of the beginnings of the two organizations and the librarian told of the number of volumes in the library.

The philanthropic work includes annual entertainments to the inmates of the Model Lodging House for Women, and those of the Home for the Aged on Indiana Avenue. This year another will be inaugurated in memory of Mrs. Fanny M. Harley, who passed away last summer.

The election of officers resulted as follows, every one being elected without a dissenting voice: Mrs. Cornelia T. Jewett, editor of the *Union Signal,* Evanston; Vice-presidents, Mrs. Mary B. Powell, Mrs. Mary E. Power (Mt. Vernon, N. Y.), Mrs. Mary Moncure Parker; Recording Secretary, Mrs. Margaret Handy; Assistant Recording Secretary, Mrs. Grace S. Holmer; Corresponding Secretary, Miss Leona M. Dufford (*Union Signal,* Evanston, Ill.); Assistant Corresponding Secretary, Mrs. Ophelia L. Blair; Treasurer, Mrs. Selena S. Martin; Historian, Miss Mary Howe Stewart; Librarian, Mrs. Ida H. Munsell. The chairman of the various sections are: Authors, Agnes Deans Cameron; Correspondents and Contributors, Miss Emma Clark; Editors, Miss Mary Eleanor O'Donnell; Poets, Miss Hattie Summerfield; Publishers, Mrs. Frances A. Woods; Reporters, Mrs. Addie Farrar Andre. The heads of the committees are: Auditing, Mrs. May K. Holmes; Courtesy, Mrs. Alice Stoll; Finance, Mrs. Annie Myers Sergel; House, Mrs. Mary D. Holden; Literature Extension, Miss Eliza W. Bowman; Manual, Miss Caroline A. Huling; Membership, Mrs. Ida A. Nichols; Program, Miss Ada M. Krecker, Social, Mrs. Florence A. Gebhardt; Work and Workers, Mrs. Mary Helm; Hospital Bed, Miss Hattie Summerfield; Celebration of Twenty-fifth Anniversary, Miss Caroline Huling.

The delegates to the National Editorial Association (meeting in Seattle, July 19) are: Miss Caroline A. Huling, Executive Committeeman; Mrs. Estelle R. Snyder, Mrs. Cornelia T. Jewett, Mrs. Sallie M. Moses and Mrs. Jennie M. Kemp.

The Illinois Woman's Press Association has been affiliated with the National Editorial Association since 1887 and has been represented in that body every year since that date. Its members from an active organization of literary workers and two meetings are held monthly except in July and August, one being an open, program-social gathering in the evening, the other being a business meeting, which is held in the afternoon, but frequently in connection with a most enjoyable social function. In the twenty-four years of its existence it has not missed a single regular meeting. The year-book shows a membership of one hundred and thirty-seven members. Six of these are over eighty years old; one, Mrs. Julia Ward Howe, an honorary member, has just celebrated her ninetieth birthday.

Caroline A. Huling.

"WHEN GOD MADE BUDD"

The Mulvane, Kansas, *News,* of June 17th, rhapsodizes over a visit from and the perfections of an old printer associate and friend:

Last Sunday for a few hours we had the pleasure of a visit from "Col." M. E. Budd of Burlington—one of the best printers that ever stepped foot in Kansas. For seven years he worked for the writer while we were an employing printer in Wichita, and never did he fail to meet the demands made on his time and skill. He was faithful to every trust, conscientious in the performance of every duty, and phenomenal in the amount of work he could and did do. With him printing was an art. No picture so beautiful as the skillful arrangement of type on the well-printed page—unless we except the picture made by the living faces of the children he loved so well. Generous, yes, to a fault—so generous that the boys interpreted his initials as "Most Easy," a sobriquet he upheld with everybody but himself. Modest, unassuming, unambitious, he is the same old Budd, with a slightly grayer tinge across the temples, and a new wrinkle or two—the love-marks of time. The two-day vacation he had treated himself to, after months of faithful service, was already growing irksome. Before he was in town an hour we knew he was hearing the call of the shop—was wondering how the boys were getting on with the work; and long ere this is printed he will be back in the harness again printing his life away. Such men are scarce in these days, and as we grasped his honest hand to say goodbye we were tempted to paraphrase a line from Riley and say: When God made Budd I'll bet he didn't do anything else that day but just set around and feel good."

FIFTH ANNUAL CONVENTION ASSOCIATED ADVERTISING CLUBS OF AMERICA

August 25-26-27.

"I'll be there, will you?" is the slogan for the Fifth Annual Convention of the Associated Advertising Clubs of America which will be held in Louisville Ky., August 25-26-27.

It originated in the Louisville Ad Club a year ago as a catch phrase for boosting what was termed "Greater Louisville Day," which was celebrated on July 22 at one of the suburban summer resorts, where one of the largest assemblies ever seen in one place in the Falls City, gathered in response to the call. It was immediately adopted by the delegation that was sent by the Louisville Club to Kansas City last August, where it was seen and heard on every hand, having much to do with capturing the convention for Louisville this year.

The Louisville Convention Committee and the officials of the national body are determined to make the coming convention notable for practical results—memorable for bringing into closer relationship the buyer, seller and writer of advertising where every phase of the subject may be discussed by expert authorities. In addition, the Louisville contingent are preparing to make the event memorable for the dispensing of genuine old-fashioned Kentucky hospitality, all of which suggests some very strenuous times down in Louisville on August 25-27.

This suggests work, too, burgoo and barbecue out in some shady grove of elm and oak, where the rich fragrance from near-by mint beds and broad fields of blue grass perfume the refreshing breezes from the distant hilltops; it suggests watermelon, canteloupe, roastin' ears, sunset and moonlight excursions up and down the golden Ohio, auto races on the famous Derby track by Kentuck's fleetest where will flock thousands of the fairest of the fair. All these, and more, for which the "grand old Commonwealth" is noted, are embraced in the plans for gladdening the hearts of the ad men on that occasion.

Col. R. S. Brown, a real live Kentucky colonel, who heads the Louisville committee, invites correspondence from everyone who may desire to attend the convention.

FIRST FELLOWSHIP IN JOURNALISM

ESTABLISHED BY ALUMNI OF UNIVERSITY OF WISCONSIN IN CONNECTION WITH COURSE IN JOURNALISM AT THAT INSTITUTION.

Madison, Wis., June 26.—The first graduate fellowship in journalism ever offered in any college or university in the United States, has just been established at the University of Wisconsin in connection with the course in journalism in that institution. The fellowship, which amounts to $400 a year, has been given by an alumnus of Wisconsin through the Alumni Association. It is to be held by a college graduate who is preparing to take up some form of journalistic work, and who desires to do graduate work in preparation for this career.

Part of the work of the fellow in journalism is to consist in practical experience as assistant editor of the University of Wisconsin Alumni Magazine, and will include the preparation of news matter, the writing of editorials, the editing of copy, making up the magazine, and writing headlines to supplement the advanced instruction given in the course in journalism. The holder of the fellowship may become a candidate for the degree of master of arts or doctor of philosophy like other students of the graduate school.

Louis P. Lochner, Milwaukee, a member of this year's graduating class in the course in journalism at the University of Wisconsin, has been appointed to this fellowship for the ensuing year. Mr. Lochner was a reporter on the Milwaukee *Free Press* last summer, and was editor this year of the *Cosmopolitan Annual,* the official publication of the Association of International Clubs, consisting of the foreign students in nineteen American colleges and universities. He was associate editor of the *Spectator,* an intercollegiate publication, and has been a contributor to the *Review of Reviews,* the *Independent,* and other publications, during his college course. He was the organizer and the first president of the Association of Cosmopolitan Clubs, and was a speaker at the recent Peace Conference at Chicago.

NEWSPAPERS, SHOWMEN AND OTHERS

THE SHOW WORLD REVIEWS THE ACTION OF THE IOWA ASSOCIATED DAILIES AND GIVES SOME INTERESTING STATEMENTS AND VIEWS FROM THE SIDE OF THE SHOW PEOPLE, AS TO READING NOTICES FOR TICKETS.

A TENDENCY is very general of late years among publishers to place the newspaper in all its branches on a strictly business basis. A movement has become very common at press conventions for the elimination of the practice of exchanging advertising space for tickets to entertainments, and in favor of demanding cash for all services rendered and paying cash for all that is received. In times past, a small advertisement or a little job printing was expected to command unlimited space for the very best kind of advertising, in the shape of reading notices.

Many associations of publishers have declared against such a practice, and recently the Associated Iowa Dailies, in a convention at Des Moines, resolved not to run news stories regarding circuses excepting at advertising rates. Now comes E. E. Meredith, writing in *The Show World*, and giving the other side, not so much criticising the resolution, as showing how the abuse had been fostered and throwing no small amount of the blame on those inside the newspaper offices. It is well to learn from those on the other side of all business questions, and much that Mr. Meredith has to say has a broader application than as to circus advertising.

The tendency has been among those connected with newspapers, as well as among the supporters thereof and contributors therto, to appropriate the advertising power of the press to the doing of favors with personal business or political ends in view. Among other things, the writer in *The Show World* says:

If the rank and file of Iowa newspaper publishers stand by the resolutions adopted by the Iowa Associated Dailies at Des Moines recently, circus press agents will have a hard time of it hereafter in that state.

These resolutions recite that, inasmuch as circus money flows into the coffers of the newspapers in drib-drabs, while circus "dope" finds its way into the news columns in great quantities through the ingenuity of the press agent, there shall be a cessation of the practice of giving "notices" for tickets.

Hereafter, if the resolutions are adhered to (which, of course, they won't be) nothing but money will be accepted in pay for advertising and the "stories" of the circus press agent will be cast into the waste basket.

One newspaper in reporting the proceedings of the convention says that the newspapers have been receiving "tickets galore." This statement is interesting inasmuch as it gives the point of view of the publisher. When a circus press agent calls on a paper he seldom comes in contact with the real "boss" and the men he meets complain that the circuses are stingy in regard to tickets instead of being as liberal as "tickets galore" would indicate.

Perhaps one publisher wishes to make the others believe that he is "slicker" than the rest in obtaining tickets. Either that or circus managers are more liberal in Iowa than they are in other states.

MANY COMPLAINTS.

There have been many complaints this season that circuses were penurious with their complimentaries when dealing with the press. Many editors have criticised the judgment of those who direct the policy of the enterprises in regard to publicity on the ground that niggardliness governed their action and that "courtesies" were rarely appreciated.

The publisher of a newspaper doesn't always know how many tickets have been given out in his office. The "boss" does not know the levers used by the business manager, circulation manager, advertising manager, reporter, office boy and even the editor to secure an extra allotment of tickets for personal use. If the "boss" realized that the circus was being imposed upon by his employes it might lead to a reform were it not for the fact that those connected with the editing, printing and circulation of a newspaper are generally underpaid and the publisher does not always know where he can secure a $30-a-week man for half that sum.

The worst grafters found around newspaper offices, according to circus press agents, are the advertising managers and the circulation managers. These two individuals have nothing whatever to do with the policy of the paper regarding amusement matters, have nothing to do with the editorial treatment of any proposition, yet they are the most aggravating factor with which a press agent must contend.

After the bill has been paid at the business office, the press agent wanders up stairs, where he is informed that the business office expects the editorial department to secure its own tickets. While this is unfair and often contrary to the agreement made with the business manager, the editorial department is too important to overlook and the press agent "falls" for twenty or thirty or even fifty more tickets.

When he arrives at the "lot" he receives a personal call or a note from the business manager or circulation manager requesting for "six reserves" and couched in such language that he cannot well afford to disregard it if he is unfamiliar with the small prestige these "managers" have in a newspaper office.

The advertising manager does business with the advertising manager of a department store and when circus day comes the latter wants half a dozen circus tickets. The circulation manager is constantly receiving favors from various parties who make a similar request. He has gotten these tickets from circuses for so long that he has come to look upon them as his right.

PRESS AGENT "TRICKED."

The advertising manager of a Johnstown (Pa.) daily represented that he had the largest circulation in that city and actually secured twice the amount of advertising for a circus which appeared there last summer as did the opposition paper, which in reality had three times the circulation of the paper he represented. The advertising manager resigned his position last fall and actually laughed at the easy way the circus agent had been tricked when discussing the matter, after his connection with the paper was discontinued. Not only that, but he obtained six tickets from the contracting press agent and as many more from the press agent back with the show. The circulation manager of an Evansville (Ind.) paper has a habit of requesting half a dozen extra tickets. These are isolated cases. There are hundreds of others.

As long as the publisher is unfamiliar with the details of the conduct of his newspaper, present conditions will prevail. If six tickets dished out to the city editor or a reporter will do more good for the circus than $20 spent in the business office, why should the circusman be inclined toward liberality?

The reports of the Des Moines gathering say that "old men in the business declared that they now collect only about one-third as much money from circuses as they collected fifteen or tweny years ago." That circuses are reducing their advertising bills to an alarming extent cannot be denied. The leaders in this movement, it would appear, are courting the enmity of moulders of public opinion by this retrenchment, by what may be false economy in the distribution of their advertising appropriations.

Certain it is that the friendly relations which formerly existed between metropolitan newspaper men and circus managers is perceptibly cooling and the ever-increasing rumble of discontent in the business offices and editorial rooms of newspapers is not to be wondered at.

THE PUBLISHERS' IDEA.

The Des Moines publishers declared that the press agent has perfected his business to such an extent that he can secure the publication of valuable advertising in the form of news. They figured it out that the wily circus publicity getter, who labors for a salary greater than most publishers in Iowa receive, is collecting the shekels that should rightfully be paid to the newspapers as legtimate returns for their advertising space.

Accordingly, the resolutions referred to were only drawn and adopted. Though they are not binding and carry no penalty for failure to comply, they are regarded as a "gentlemen's agreement." Neither can they come under the provisions of

the trust laws, as they are couched in terms no stronger than "recommend," and the closest scanning fails to reveal the word "agree."

The newspaper men regard it as their right to protect themselves against the incursions of the press agent. They have space in their publications which is for sale, and that space is their stock in trade, they say, the same as salt and sugar to the grocer and muslins to the dry goods merchant. They do not regard it as fair to other advertisers when they accept tickets instead of cash for the advertising space, and they are following the lead of Illinois publishers in taking the step which means trouble for the gentle-mannered, but persuasive circus press agent.

MISTAKEN IMPRESSION.

The publishers evidently believe that the press agent receives a large salary, when the fact is that circuses are curtailing expense in this direction as well as in others. There is no press agent who receives more than $100 a week, for thirty weeks' work. Deduct from this $1,000 a season for hotel expenses and incidentals not included in his contract, and you will find his salary amounts to about $2,000 a year. Must the public believe that publishers in Iowa cities only get $2,000 a year out of their plants? If so, they are not competent to conduct newspapers, for they do not realize that a newspaper in a city of 10,000 or more which does not clear this sum annually is poorly managed indeed.

The circus spends money because it courts the good will of the newspaper. If this good will can be obtained for "jolly" and free tickets, it would be poor buisness to seek a large space in the advertising columns. If spending money does not carry with it the good will of the paper, then what is the use of spending money, more than to pacify the publisher when he looks over the books at the end of the week?

When the contract is made, the business manager is not so uneasy regarding the amount to be expended as the number of tickets to be secured. The press agents see this. They take advantage of it, as they should do if they seek to give value received to their employers.

When the publishers cease to tax amusement enterprises three or four times what they charge other advertisers, the circus manager will be convinced of their sincerity to have reform in this line, and then, and not until then, will the publicity promoters take advantage of the advertising columns and not depend upon "working" the editorial department for the advertising necessary to attract the crowds to a tented enterprise.

It is wonderful how widely the practice, in the face of action to prevent the same, of securing free advertising in the press, has become. An International Newspaper Bureau exists for the purpose of securing profitable publicity under the pretense of sending out valuable, interesting and important news. This news is so cunningly devised as to deceive the very elect and is magnanimously sent to the newspapers without charge, but there is a liberal charge to the parties to be benefited by the publication. The cunning and ability required in successfully filching the advertising from the newspapers is considered worthy of liberal payment.

Not infrequently, however, is the supposed recipient of this to-be-stolen publicity badly fooled, these promoters of free advertising not covering one-half the field nor having one-half the success claimed.

The press needs to be guarded against these gentlemen who get into the newspapers and receive valuable advertising under the guise of furnishing the news. The circus people constitute but a very small proportion of the great army of business, real estate, excursion, amusement, entertainment and other promoters, who have "perfected the business to such an extent that they can secure the publication of valuable advertising in the form of news," not so much as giving in return the privilege of seeing the show without pay.

THE EXPOSITION AND WHAT IT AIMS TO DO.

Continued from Page 493

nue, there is what at first seems like a frozen fog on the horizon. It is Mt. Ranier, the highest peak in the United States proper—that means including Alaska—and that great white cone which looks like nothing so much as a heaping dish of ice cream magnified billions of times is in reality a great snow and ice-clad volcano 14,529 feet in height—"the daddy of them all" in the line of beauty and stateliness.

In winter and early spring the great mass of the mountain is pure snow, but in mid-summer the green of the ice begins to show through the mantle in irregular streaks as the snow melts and the eternal glaciers stick their fingers out for a fresh recognition of their supremacy. The great white cone and green mass which fronts Seattle is in fact the tremendous Carbon glacier, and rising from it is the sheer ice of Willis wall—an ice precipice 5,000 feet from botttom to top.

A little to the west, but still looking south from the central basin of the Exposition grounds, there rises another beautiful, snow-clad conical peak. This is St. Helena, also discovered by the Van Couver expedition in 1792, and named after a former British ambassador to Spain. It is much further distant—some twenty miles—and is also about 500 feet less in altitude and therefore seems a pigmy alongside Rainier, yet it is one of the notable mountain peaks of the North American continent.

Looking off to the east and little to the north of the same position one finds the horizon barred by the ragged tops of the glacier peaks of the main range of the Cascade mountains. All along in this direction the foothills and summits of the Cascades from the skyline at a general altitude of about 8,000 feet, but in this paritcular patch the sky is pushed up a thousand feet or more by three great mountains.

The first of these as the eye sweeps the horizon from the south is Filchuck, the second of the Sisters and the third White Horse. They are so close together that mountaineers usually refer to them under their group by the name of Glacier Peaks.

Still further to the north and a little to the east this time rises the white head of Mt. Baker—close up to the British Columbia border. "Kulshan," the Siwashes call it, because in the old days when they drove their canoes about the lower reaches of the Sound and off the mouth of the Fraser river in the annual salmon fishing—wherever they might be—the hoary head of Baker was always peering at them over the tops of the trees, and according to their lights they named this immense thing which was always peering at them "Kulshan"—the Great White Watcher.

This would seem to be enough, but when nature had finished with these snow-capped peaks there was still some material left, and if one cares to look to the west there unfolds the crowning glory of all Seattle rim of snow and ice and towering rocks—because to the west lies the great and glorious range of the Olympics.

Mr. Olympus—the great peak after which the whole range is named—lies in the very center of the peninsula which separates Puget Sound from the Pacific Ocean. It is something over 11,000 feet in height, and was first sighted by Captain Perez from the Pacific Ocean side in 1774.

Yet even without Olympus the Olympic range is in itself something to dream about, and certainly there are no sunsets in all the world to excel the grandeur of the spectacle on a summer evening when the sun drops down behind the Olympics, bringing out every crag of their rugged roof-tree in the dark relief, and painting in a background in crimson and purple and gold behind it.

"THE TRAIL OF THE YANKEE"

ATTORNEY-GENERAL W. H. STEAD, of Illinois, is noted for careful research and for untiring industry in the preparation of his cases in court. In this address before the Illinois Press Association he showed like characteristics and fully maintained his reputation. The editors all over the United States will find it pleasing and profitable to read the following epitome of, and extracts from, his address, for which we are largely under obligations, as well as for the portraits appearing in the account of the Convention at Ottawa to the *Western Publisher:*

Analyzing the beginnings of the American colonies, he showed that, contrary to the popular impression, the North American continent was colonized, not on account of persecution, but for the purpose of commercial government. He illustrated the proposition with the case of the settlement of Virginia, where the original settlers came armed with a pick, and started to locate a gold mine. Two years later an Englishman married a squaw, and together they raised a tobacco plant. Within 14 years the tobacco industry became so important that it outlined political systems by the importation of apprentices and convicts and the reception of slave ships. He quoted Charles II., who said that the foundations of Virginia were laid in smoke. Out of the slaves and plantations of Virginia came conservatism and loyalty.

* * * * * * * * * *

In practice the Puritan was a rationalist. He believed in learning and erected schoolhouses by the side of meeting houses, and shortly after his landing he established Harvard. The inevitable result was the destruction of a theocracy and the enthronement of democracy. Through common dangers, schools, perils and contact, church and state at length were effectually divorced.

THE GET-THERE SPIRIT.

Mr. Stead then took up the predominant traits of the Yankee, showing that they grew out of necessity, hardship, and resistance. Thus was developed that enterprising, shifty, get-there spirit which is prevalent today.

* * * * * * * * * *

Not only did the Puritan prize his church and his school, but he also prized his liberty. In the town meeting, the basic principles of their institutions germinated In such meeting, public affairs were discussed and public policies were outlined, and in tthat meeting all took a part. Out of that training school came self-reliance, courage and true democracy, and through it the idea of representative government grew, until it became a part and parcel of their mental habits.

After two generations, by a common cause, the fortunes of the settlers of New England became linked with those of Virginia and the south, and out of that union came the Yankee. The union was consummated during the last quarter of the eighteenth century—a century of analysis and research.

At this fortunate era the pioneer began his march and blazed his trail through the forests, and started trading posts on the outskirts of civilization. Shortly the trading post grew into a city, and what was once the wilderness became the populous west.

A RACE OF HEROES.

The hardships of the pioneer developed a race of heroes. A prairie fire he fought like a demon, but his arm was puny, and when the sun went down his children were homeless, but the pioneer spirit rebuilt the home and enabled him to start anew.

* * * * * * * * * *

The pre-eminent traits of the Yankee are grit, genius and enterprise. The speaker described the grit of the Yankee in the words of an old darky preacher, who said: "Grit am de sand on de track of life and every sinner got to keep his box full or he can't get up ol' satan's hill or pull his train in de heavenly station."

He spoke of the wonderful progress made and improvements involved.

"Modern machinery lends to an average family the labor of a hundred slaves."

* * * * * * * * * *

"Failure is lack, not luck. Success is achievement, not accident."

* * * * * * * * * *

"Life's crowning success belongs to the humble, to the lowly and poor, to those who brave great trials amid the small duties, keep white their souls and live eternal principles in trifles."

The enterprise of the Yankee has gripped half a continent, fenced it into farms, built it into cities, ribbed it with iron and clothed it with steel.

In speaking of the Yankee's faults, he enumerated among others the following:

One of the problems—the besetting sin of the Yankee—is speculation. "We buy what nobody ever had and sell what nobody ever gets. Now and then we pay the penalty." The speaker then pointed out that the recent panic was neither marvelous nor strange and was simply a penalty paid for the disobedience of the eternal law, that "when you sow to the wind, you will reap the whirlwind." Speculation is the bane of American manhood, because it poisons the mind and raises false hopes. "A day's work is better than a tip on a race. A cow in a clover patch beats a bull in a wheat pit." A hundred dollars in a savings bank, earned by the sweat of honest toil, is better than a fortune built on margins. Eighty acres of soil, that drinks in the rain, sucks up the sun, mixes them with seed, and turns them into crops, is worth more than all of your options and calls.

Another evil pointed out by the speaker was corrupt politics. Scandal, graft, special favors and nerveless officials have come out of it. Political parties, he stated, are essential, and they ought to be bettered but not destroyed. "We hear much today about non-partisans, but outside of a home for feeble-minded, there are none. You might as well talk about non-thinkers."

The evils of politics will be solved only by intelligent citizenship dominating the parties, dictating their policies and exalting their aims. It is apparent that higher purposes are now forming.

Another is yellow journalism. Among the foremost influences which have shaped our national life has been a fearless, free and intelligent press. It is more evident now than formerly. But with the power of the press have come abuses. The papers which do not stand for the things which uplift are threatening the influence of those papers which do. "The rational, decent, progressive journalism of today owes it to itself to wage unceasing and relentless war upon the yellow press." A man is entitled to protection in his character as well as in his property, and the criminal laws should be intelligent and elastic enough to give the citizen a vested right in his name as well as in his house and lands.

The Progress Typewriter Supply Company, Limited, London, England, are the European agents of the Acme Staple Company of Camden, N. J.

We present, in this issue, in an insert, a very fully illustrated account and description, under the caption "Where the Boy Has a Chance," of the School of Printing of the Winona Technical Institute of Indianapolis, besides following the same with an article treating more generally of the claims of the school on the printing fraternity. We believe in trade schools and industrial training as a part of every step in the education of youth. We hope that this broad presentation of the subject will be appreciated and will command the attention and consideration deserved, and that a more general interest will be awakened. All inquiries with regard to this printing department of the Winona Institute should be directed to F. O. Climer, Director of School of Printing, Winona Technical Institute, 1500 East Michigan St., Indianapolis, Ind.

Mr. Robt. W. Leigh, for the past ten years Western Manager of the Unitype Company, with headquarters at Chicago, has accepted a position with Wood & Nathan Company of New York, as Western Representative and will spend most of his time on the road. Mr. Charles M. Leigh succeeds his father as manager of the Chicago office of the Unitype Company. The Chicago office in the future will simply look after installations, repairs and supplies. Mr. Charles M. Leigh a few years ago began as an office boy in the office of which he is now manager.

Sinclair & Valentine Co., the well-known Printing Ink Manufacturers, have promoted Mr. Cliff R. Hunn to the position of Sales Manager of the Western territory, with headquarters at Chicago, of which branch office he will have charge.

The many friends of Mr. Hunn in the printing and lithographic trade from New York to St. Louis and St. Paul will be pleased to learn of his promotion.

For the past fifteen years Mr. Hunn has been selling printers' ink, and his genial personality has made him deservedly popular, as well as one of the most successful ink salesman in this large territory.

The policy of Sinclair & Valentine Co., of promoting their successful salesmen to the position of manager of the various branches which they have established throughout the country, is one which has worked to material advantage to their rapidly growing business, and has made positions with their house greatly to be desired.

IT PAYS A PAPER TO ADVERTISE.

On June 16, 17 and 18, the celebration of the twentieth anniversary statehood of North and South Dakota was held at Aberdeen, S. D., and the *Daily American* issued a souvenir edition, 7½ x 9½ inches, the first page being a facsimile of the regular edition of Sunday, June 6th. The inside contained information about the city of Aberdeen and the Aberdeen *Daily American*. Several thousand copies were given away and requests for more necessitated extra issues.

Special messages from governors of twenty-five States were sent the *American* upon request, and with the special news service, souvenir edition and a handsomely decorated automobile carrying *American* banners made a great impression upon the thousands of visitors and demonstrated the old axiom that "It Pays to Advertise."

HANDSOME SAMPLE BOOK.

The Sigmund Ullman Company of New York have issued an unusually handsome sample book of their L N F Bond Printing Ink. With the idea of producing a complete book fully in keeping with the character of the ink, they have printed it on Old Hampshire Bond, the choicest product of the Hampshire Paper Company, the bond paper specialists.

The L N F Bond shows 139 effects of Red, Blue, Green, Brown, Black, as well as various Tints, in practically all harmonious combinations of the fifteen colors of Old Hampshire Bond.

The printing has been done remarkably well. The register is so perfect that it is difficult to believe that the work was embossed after printing. It looks as though both printing and embossing were done with one impression. The printing stationer is thus given an opportunity to demonstrate samples of work and colors to his customer without loss of time and expense of making special proofs in individual cases. The whole exhibit is so wonderfully attractive that it should not fail to inspire consumers to invest a little more money and get something distinctive—out of the ordinary.

L N F Inks are a series of Black and Colors made of special varnishes and pigments, in order to give them the necessary qualifications for perfect printing on bond and linen papers, for which purpose, it was formerly difficult if not impossible, to get the correct inks. They may be printed and embossed afterwards, or the embossing may be dispensed with. When embossed, they give results in every respect equal to the far more expensive method of die-stamping. They are, in fact, in many ways superior to the die-stamped work, one feature being that whereas die-stamped work, especially when heavy, habitually cracks and rubs off—this is not the case with the L N F Inks.

With proper workmanship and care, there should be no difficulty for any printer to duplicate the work shown in the book, which is printed and embossed on a platen press, a brass plate was used for embossing, cut sharp and with detail. The brass plates are preferable to zinc etchings, as the latter hardly permit of the detail which should be a feature of the work. Essential factors are a properly-made embossing plate, accurate feeding and careful register.

In short, it is the aim of the L N F Book to increase the demand for the better class of printing that pays better by its demonstration of the best inks and best paper for this class of work.

LOUISIANA PRESS ASSOCIATION.

Editor National Printer-Journalist, Chicago, Ill.

The officers of the Louisiana Press Association, elected at the thirtieth annual session held at Covington, La., May 4, 5, and 6, 1909, are as follows:

President, E. D. Gianelloni, Assumption *Pioneer*, Napoleonville.

Vice-presidents, Robert Roberts, Jr., Minden *Democrat*, Minden; Mrs. Lottie Aite Weir, *Daily States*, New Orleans.

Secretary, L. E. Bentley, Donaldsonville *Chief*, (Address, P. O. Box 152, New Orleans).

Treasurer, Alfred Bienvenu, *Messenger*, St. Martinville.

Nevt session to be held at Opelousas, La., probably in April, 1910.

Fraternally yours,

S. E. Bentley, *Secretary*.

WOOD & NATHAN TAKE OVER THE UNITYPE.

BECAUSE OF RECENT DEVELOPMENTS IN THAT MACHINE A SURPRISE IS PROMISED THE PRINTER.

It is announced that the Unitype Typesetting Machine has been placed in the hands of the Wood & Nathan Company. This will be somewhat of a surprise to the trade, as well as to the makers of other composing machines.

It has been rumored for some time past that remarkable developments were in progress in connection with the Unitype, but it was not suspected that the astute gentlemen who now announce themselves as its sponsors were at work in its behalf.

The keen scent of Messrs Wood and Nathan for great commercial possibilities, which led them a few years ago to detect the then unknown merits of the Monotype, is a faculty of such precision as to warrant the trade in believing that something of value to the printer is about to occur.

To an inquiry made of Mr. Wood as to whether the Linotype and Monotype machines do not now adequately cover the field, he laughed and replied:

"Wait and see. No field is covered by Tom and Dick so long as money is going to waste that Harry can save," and Mr. Nathan added, "Fashions change with the times."

"For instance, before the panic people could afford more expensive methods of machine composition than they can today. But the printer is now on hard pan, his capital is reduced, and in many cases he can no longer afford to fit up as a type foundry for the purpose of doing his composition when recent developments have made a more economical course the far more profitable one.

"We've seen this change coming, and by putting two and two together have produced a condition which every user of straight composition in the country will gladly welcome. I tell you, low cost and good work are the things today, and the man who expects to sell machines that are luxuries has sized up the times wrong.

"A low-priced machine having high speed that can turn out first-class work with inexperienced help is what we shall offer the printer, and you may take it from us if we aren't posted upon the needs of the times nobody else is; that's all."

It looks as if there is an energetic and instructive campaign ahead, for the good judgment and fighting qualities of the geneltemen who have it in charge are proverbial.—*Newspaperdom.*

Printers who have not received a copy of the attractive little booklet recently issued by the American Type Founders Company should write for one. The title page is unique and has the appearance of a special engraving having been made from a combination of new Strathmore Ornaments shown in the late Supplement to the Type Book.

Specimens are shown of several new border designs which are already finding their way into the advertising columns of the leading dailies and magazines

Newspapers who feature baseball news will be interested in the Baseball Figures shown in 12 and 17 Point sizes. These are pronounced white on black figures, quickly changed and easy to read and adapted to large or small dailies—as em blanks are furnished for papers which stereotype the forms so that the totals can be stamped in after the last forms have gone to press.

Every printer who has railroad printing will note the showing of Footnotes Indicators cast in 6, 8, 10 and 12 Point sizes. The Interstate Commerce Law requires the use of these figures in tariff work where figures appear, and they are equally useful in place of the old-time daggers, asterisks, etc., for reference marks.

The Foundry has made an Italic face as a companion to the popular Lining Cushing Old Style and specimens are included in this showing, also fractions for use with Cheltenham Bold and the Cheltenham Old Style.

The American Steel & Wire Co., Worcester, Mass., have installed in their printing departmentone of the new, heavy, e d Oswego Cutting Machines made at Oswego, N. Y., by Oswego Machine Works.

To one seeking information regarding the agricultural, horticultural, mining and live stock interests of the Rocky Mountain region, as well as its climatic conditions, scenic attractions, hunting and fishing, mineral springs and resorts, the map accompanying data just published by the Denver & Rio Grande Railroad, in folder form, entitled, "The Natural Resources of Colorado and Utah," are invaluable. The route of the Western Pacific Railway, the Pacific Coast extension of the Denver & Rio Grande, now being constructed from Salt Lake City to San Francisco, is shown on this map.

"Among the Rockies," a complete guide to the principal attractions in the Rocky Mountains as seen from the train on the lines of the Denver & Rio Grande system, is an attractive little booklet now being distributed by the Passenger Department of that company

I'll Be There 5th Annual Convention
Associated Advertising Clubs of America
Louisville, AUG. 25-26-27, '09 Will You?

CAMPSIE'S

VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST
Station X CHICAGO, ILL.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—BEST PAYING ONE-MAN WEEKLY PAPER and job office in Texas. $750.00 buys plant. Address TEXON, Mobeetie, Texas.

EXCHANGE YOUR OLD TYPE FOR NEW DURING this dull period. Three lbs. of old for 1 lb. of new; 6 lbs. soft, stereos, electros, etc., for 1 lb. new. EMPIRE TYPE FOUNDRY, 868 Ellicott Square, Buffalo, N. Y.

NEURNBERGER-RETTIG FOR SALE—One Neurnberger-Rettig Type Caster. Only reason for selling, have installed a Monotype. Address Robert L. Stillson Co., 122 Centre St., New York City.

ONE LANSTON MONOTYPE CASTING MACHINE, WITH keyboard. New within five years and in first-class condition. Cottrell, new high speed, Series No. 5, style K, printing press complete. In first class condition. Bed 34x46, 4 form rollers, Front fly delivery. Latest style bed movement, geared table, vibrator rollers, direct drive, C. & C. electric motor. First-class condition, complete. 3½ h.p., 220 volts, direct current, 950-1250 revolutions, resistance and latest style Cutler-Hammer controller, wire and switch. For lowest cash price address Willis D. Porter, 33 Broadway, New York.

If There Is a Printer

Business Builders

among the live bunch of N. P.-J. readers who thinks our printers advertising service wouldn't build business for HIM, no matter what it might do for OTHERS, he's the man we want to hear from.

Our service is unique—and it absolutely makes good.

Frank H. Armstrong Adv' Co., Des Moines, Iowa.

MONEY MAILER

DOUBLE YOUR SUBSCRIPTIONS

and LINER ADS with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, Ky.

$8000 Cash or Less Available for Purchase of an Evening Daily in New England, Middle West, Pennsylvania or New York.

Prefer Republican or Independent properties and that entire cost be within $25,000.00. Proposition 493.

C. M. PALMER, Newspaper Broker

277 Broadway, New York

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

PHOTO-ENGRAVERS
SHOULD USE
GLOSSOID BRANDS
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

GOOD WORK AND PROMPT SERVICE

NATIONAL PRINTER-JOURNALIST

ESTABLISHED TWENTY-TWO YEARS

THE OFFICIAL PAPER of Employing Printers and Newspaper Publishers in America—The National Editorial Association of the United States, Founded by Its Editor in 1885 at New Orleans, La.

Enthusiastically supported by its readers, and they are *readers* too:—

Right here is an advertising point that many an advertiser overlooks. A trade paper, for instance, may have a great number of subscribers and only a few ***readers***. They look at the pictures and lay it aside "to keep." How much more successful is the advertising medium which compels attention, whose every page is greedily devoured—ads and all!

Circulates in Every State of the Union. A subscriber says: "Every printer and publisher with brains should take it."

And Every advertiser who wishes to secure the attention of printers and publishers should know of its sterling advertising qualities.

SEND FOR A SAMPLE COPY

NATIONAL PRINTER-JOURNALIST

PUBLICATION OFFICE

1317-1321 Ravenswood Park, - - CHICAGO, ILLINOIS

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

THE BETTER GRADE AND QUALITY

ENGRAVINGS & ILLUSTRATIONS

LINE AND HALFTONES IN ONE OR MORE COLORS FOR

FOR

OUR EXTRA DEEP HALFTONES FOR

PRINTERS & NEWSPAPERS

GATCHEL & MANNING

Designers and Engravers

27 to 41 South Sixth Street — PHILADELPHIA — Send for Illustrated Circulars

REBUILT CYLINDERS NOW IN STOCK

Every Press Thoroughly Rebuilt from the Ground Up and Guaranteed to be in Good Working Order

18 36x51 BABCOCK STANDARD—Two rollers, rack and screw distribution, tapeless delivery, air springs, back-up motion, bevel gear bed motion, speed 1,200, base 11-9x5-6, 7-col. quarto $900.00

19 37x52 POTTER DRUM—Two rollers, rack and screw distribution, tapeless delivery, wire springs, two tracks, foundation, counter, steam fixtures, speed 1,200, base 9-2x6, 7-col. quarto $750.00

20 33x48 POTTER DRUM—Two rollers, rack and screw, air springs, tapeless delivery, heavy 6-col. quarto press; steam fixtures $750.00

21 38x55 C. B. COTTRELL & SON—Two-revolution, two form rollers, table distribution, rear delivery, air springs, trip, back-up, four tracks, box frame, speed 1,800, base 10x6-3, 7-col. quarto $1,000.00

22 37x50 CAMPBELL—Two-revolution book and job press, four form rollers, table and vibrator distribution, front fly delivery, wire springs, impression trip, steam fixtures, counter speed 1,500, base 9-4x5-6, 6-col. quarto. $900.00

23 37x52 CAMPBELL—A two-revolution book press, four form rollers, table and vibrator distribution, front fly delivery, wire springs, impression trip foundation, steam fixtures, counter speed 1,400, base 9-4x5-6, 6-col. quarto $800.00

24 40x51½ CAMPBELL ECONOMIC—Four form rollers, table distribution, front fly delivery, four air springs, impression trip, foundation, speed 1,500..... $1,600.00

26 41x56 CAMPBELL—Two-revolution book and job press, four form rollers, table and vibrator distribution, front delivery, wire springs, impression trip, foundation, steam fixtures, counter, speed 1,300, 7-col. quarto..... $950.00

27 42x60 POTTER—Two-revolution, four form rollers, table distribution, rear tapeless delivery, air springs, impression trip, back-up, three tracks, speed 1,300, 7 col. quarto $1,000.00

28 41x60 CAMPBELL—Two-revolution, four rollers, table distribution, front delivery, wire springs, impression trip, speed 1,200, 7-col. quarto..... $1,000.00

29 44x60 WHITLOCK—Two-revolution, four rollers, table distribution, front delivery, air springs, four tracks, box frame $1,800.00

30 45x56 WHITLOCK—Two-revolution, four rollers, front delivery, crank movement, table distribution, four air springs $2,200.00

A. F. WANNER & COMPANY

340-342 Dearborn St., Chicago

LATHAM'S MONITOR

Wire Stitchers

20th Century No. 1, Monitor Wire Stitcher

The Standard for twenty years. Always up to date. Every new demand of the trade is studied to give greatest practical efficiency.

The Monitor does the largest range of work. Does it in the shortest time. Does it right.

New improved rigid table for saddle or flat work. The best wire cutting device of any stitcher to-day. Superior new feeding device of the Monitor Pamphlet Stitchers,—it's worth investigating. Write for complete descriptive matter.

No.	000	MONITOR, Capacity	⅜ inch to 2 inches
"	00	" "	2 sheets " 1⅜ "
"	0	" "	⅜ inch " 1⅜ "
"	1	" "	2 sheets " ⅞ "
"	1½	" "	2 " " ⅝ "
"	1¾	" "	2 " " ½ "
"	2	" "	2 " " ⅜ "
"	2½	" "	2 " " ¼ "
"	4	" "	2 " " 1-5 "

Manufacturers of the well-known Monitor Machinery for the Complete Bindery

LATHAM MACHINERY CO.

197-201 S. Canal Street, Chicago.

BOSTON, 220 Devonshire St. NEW YORK, 8 Reade St.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST

STATION X - - CHICAGO

Good Envelopes and Where they are made

BOURKE-RICE ENVELOPE COMPANY.

MANUFACTURERS AND PRINTERS

ENVELOPES AND PAPER GOODS

JACKSON BL. AND CANAL ST.

CHICAGO

Distributors of "BUTLER BRANDS"

STANDARD PAPER CO., - - MILWAUKEE, WISCONSIN	CENTRAL MICHIGAN PAPER CO., - GRAND RAPIDS, MICH.
BENEDICT PAPER CO., - - - KANSAS CITY, MISSOURI	MUTUAL PAPER CO., - - - - - - SEATTLE, WASH.
SOUTHWESTERN PAPER CO., - - - DALLAS, TEXAS	AMERICAN TYPE FOUNDERS CO., - - SPOKANE, WASH.
SOUTHWESTERN PAPER CO., - - HOUSTON, TEXAS	AMERICAN TYPE FOUNDERS CO., - - VANCOUVER, B. C.
PACIFIC COAST PAPER CO., - - SAN FRANCISCO, CAL.	NATIONAL PAPER & TYPE CO., EXPORT ONLY - NEW YORK CITY
SIERRA PAPER CO., - - - - - LOS ANGELES, CAL.	NATIONAL PAPER & TYPE CO., CITY OF MEXICO, MEXICO
OAKLAND PAPER CO., - - - - - OAKLAND, CAL.	NATIONAL PAPER & TYPE CO., CITY OF MONTEREY, MEXICO

NATIONAL PAPER & TYPE CO., HAVANA, CUBA

J.W. Butler Paper Company. :: Chicago

NO TYPE-SETTING MACHINE

THE MACHINE FOR THE COUNTRY WEEKLY

TWO-LETTER JUNIOR
450 in Use

8 to 13 ems in measure
6 to 12 point in body
6 to 10 point in faces

$1500 F.O.B. New York EASY TERMS

renders forms made up of individual type any easier to handle.

NO TYPESETTING MACHINE

can prevent letters and figures dropping out occasionally from forms made up of individual type.

NO TYPESETTING MACHINE

eliminates in a single unit the problem of distribution.

EVERY TYPESETTING MACHINE

is limited in its supply of sorts.

EVERY TYPESETTING MACHINE

breaks a certain percentage of the type it sets.

TWO PAIRS OF HANDS

are absolutely necessary to make any sort of time on a TYPESETTING MACHINE.

WHEREAS

THE TWO-LETTER JUNIOR LINOTYPE

Needs but one pair of hands.

Presents a new dress every time you print.

Is never out of sorts.

Eliminates distribution.

Supplies a black or Roman face on the turn of a lever.

And its product saves time, labor and worry in handling and makeup.

Composes, casts and distributes in one operation.

Quick Change LINOTYPES

For the Publisher and Master Printer in the growing and widening field

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
CAPE TOWN: John Haddon & Co.
HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
STOCKHOLM: Aktiebolaget Amerikanska Sattmaskiner.
ST. PETERSBURG: Leopold Heller

2d Announcement

The Unitype

Here is a typesetting machine with which a single operator can set 3500 ems of justified matter an hour.

It may be purchased for but $1500, payable in three years' time; or leased for five years at a small monthly rental.

We have arranged with the largest typefounders in the United States to supply for it the latest and most popular faces, at prices hitherto unheard of; while with the machine we give Four Hundred Pounds of specially cast body-type.

The printer never before has had such an opportunity to make a high-class, high-earning, investment at so small a cost.

With this machine he can set the bulk of his work for less money than is possible with the line or type casting composing machines now in general use; and his product, *being printed from foundry type, will give far better satisfaction.*

Through the transaction we have just completed with important financial and practical interests, we are enabled to offer the trade such a chance to cut its costs as it has seldom seen.

Whatever may have been your past views, it will now be necessary, in the light of what we can show you, to reconsider the entire subject of machine composition.

Wood & Nathan Company

1 Madison Avenue, NEW YORK CITY

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

The Reason Why

Hundreds of printers have asked why the American Type Founders Company ceased to advertise its type faces through trade papers and practically otherwise during the past year. The answer is solely because its foundries have been so crowded with work that it has had to "back order" extensively, and while working full time last summer and piling up millions of pounds, and working 56 hours all winter, it was not able to keep up with its orders for weight fonts.

It advertised in Boston, New York, Philadelphia, Baltimore, Chicago and St. Louis papers for type foundry employees, and hired every experienced person it could get and is training over 60 apprentices.

It made one large addition to its foundry a year ago; another 6 months ago and will complete 30,000 square feet additional September 1st, and will then add 50 more apprentices.

Over 60 of its machines have been continuously at work on Cheltenham Family alone. In the case of 12 point Cheltenham Bold, it had accumulated last summer 15,000 pounds of this one size, and while running several machines continuously on that size it was compelled to "back order" through the winter.

With the big addition to the plant and the number of type foundry employees it has been enabled to engage and the apprentices it is training, it will again renew its usual amount of advertising in trade papers and otherwise.

Look out for the new faces that are coming along.

American Type Founders Co.

Commercial Script

60 Point 3 A $5 80 5 a $4 20 $10 00

Brighter Kingdom

48 Point 3 A $4 40 5 a $3 10 $7 50

Handsome Conceptions

36 Point 3 A $2 90 10 a $3 60 $6 50

Delightful Composing Room
Beautiful Furniture

30 Point 4 A $2 65 10 a $2 85 $5 50

Banking Institutions Modernized
Remarkable Method

24 Point 4 A $2 05 14 a $2 95 $5 00

Gorgeous Reception
Fine Speaker

18 Point 6 A $2 00 19 a $2 50 $4 50

Many Splendid Features
Attractive Design

14 Point 8 A $1 75 23 a $2 00 $3 75

Determined Foreigner Protesting
Unsophisticated Citizen
Fine Patriotic Demonstration

12 Point 8 A $1 40 32 a $2 15 $3 55

Government and Railroad Securities
Direct Stock Reports
Stocks and Bonds Purchased

American Type Founders Company

Originator and Maker

Specimens of the new Commercial Script shown in practical display

Government Bonds Railroad Investments

Mordaunt Brothers

Municipal Securities

Second Floor
Commercial Building

Burnet, Idaho

Louis Runselman, President John Brand, Treasurer

The Runselman Company

Hydraulic Drills and Stone Crushers
Mining Machinery

Capital Stock $800,000 Surplus $200,000

East Houston Bank

Dearborn and Harmon Streets

Frank H. Sherman, President
Gregory L. Burt, Secretary
John B. Mesker, Treasurer
Charles Bransdowne, Cashier

Berlin, Mo., _____ 19

Frank H. Sherman

President
st Houston Bank

Commercial Script

For Everyday
Bank and Commercial
Printing

American Type Founders Company

Leader in Stylish Type Designs

The Largest Electrotype Foundry on Earth
An Engraving Plant Equal to Any on Earth

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 Dearborn Street
Chicago, Ill.

OUR PRICES ARE POPULAR

IF YOU are a buyer of Engravings you should have our **New Scale of Prices,** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

CONVENTIONIZERS!

YOU usually are the leaders—the progressives. Know then that Wesel caters for the progressives. If you have not studied the Wesel catalogues you are not in touch with the greater advances in printing methods. The Wesel catalogues are good reading for those who wish to get out of the ruts and advance on modern, quicker lines. Send for the catalogue you need.

Catalogues Issued: (1) Printing Materials and Machinery, (2) Electrotyping Machinery and Materials, (3) Stereotyping Machinery and Materials, (4) Photo-engraving Machinery and Materials, (5) What Those who Print from Plates Should Know about Blocks, (6) Your Proofs (20th century proofing)

F. Wesel Manufacturing Co. MAIN OFFICE AND FACTORIES: **70-80 CRANBERRY ST., BROOKLYN.**
NEW YORK: 10 SPRUCE ST.; CHICAGO: 329 DEARBORN ST.; PHILADELPHIA: 712 MUTUAL LIFE BLDG.

The Queen City Printing Ink Co.

Makers of High-Grade
PRINTING INKS

CINCINNATI . CHICAGO . BOSTON . PHILADELPHIA
KANSAS CITY, MO. . MINNEAPOLIS

AN ECONOMICAL DEMONSTRATION OF HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

When you buy HAMILTON FURNITURE, you get the best equipment any printer has ever used. Wouldn't that be a source of satisfaction in itself?

We stand ready to show any progressive office proprietor that we can save him from 25 to 50 per cent of his floor space and from 10 to 25 per cent in the time of his composition. Isn't that statement worth investigation?

Your floor space is probably worth something like 50 cents per square foot per year; that is about the average in city offices. If you are paying rent, figure it out for yourselves.

A composing-room cabinet actually occupies about 12 square feet of floor space. The alleyways and overhang of cases will take about 36 square feet—a total of 48 square feet, representing a rent expenditure of about $24.00 per annum. A modern composing-room cabinet will cost you about $80.00 to install.

a total saving of $45.80 by installing one modern composing-room cabinet. How does it look to you now? Then there is a saving in material which we will leave out of this calculation. You already have a saving of over 50 per cent each year on the purchase price. It will be more than 100 per cent in many instances. Can you make a better investment?

It will be the same with modern Stone Frames, Storage Cabinets, Working Banks and many other pieces of composing-room furniture.

Let us show you what others have accomplished by sending you a copy of "Composing-Room Economy." Look it over, and after you have grasped the idea ask us to show you what we can do with your composing-room.

Remember it is up to us to *show you*. If we can't make you believe it would be to your interest to install modern furniture,

Let's be conservative and say a compact modern composing cabinet will save you only 20 per cent of your floor space. That would mean a saving of $4.80 in rent each year. Worth consideration isn't it?

Now it will save you, figuring on a very conservative basis, 5 per cent in your labor. That's good for $41.00 each year, making

you will be nothing out. Fill out the attached coupon and mail it to us, and we will have some one show you what can be done in modernizing your office. If we can't make good our claims, we do not want your order. We will get it, however, if you give us the chance we are asking, *because we can make good our claims.*

Results in the home of the Saturday Evening Post and Ladies' Home Journal

THE HAMILTON MFG. CO., Two Rivers, Wis., *Philadelphia, Pa.*

Dear Sirs,—The Composition Bureau of this establishment was furnished throughout with wood goods of your manufacture. By the use of extension front, steel-run cabinets valuable floor space is saved, and, aside from the neat and orderly appearance of the equipment, we have made a decided saving in labor time because of the convenience of the outfit.

Very truly yours, *THE CURTIS PUBLISHING CO.,*
John B. Williams, Superintendent Mechanical Department

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

"PERFECTION" WIRE STITCHING MACHINES

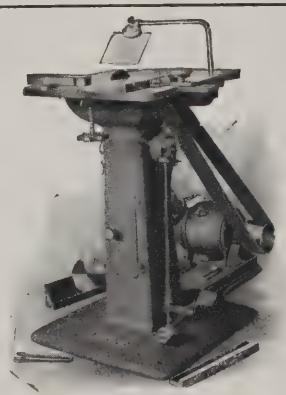
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St Louis Printers Supply Co., St Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

Speed, register, distribution and strength;
and the Greatest of these is Strength.

No matter what perfections lie elsewhere, rigidity is the first of many qualities required in a printing press. If it does not practically offer inflexibility under impressional strains it must be unsatisfactory on the hard and heavy work now found everywhere. It will give inferiority, and the inferiority will cost more than it should because of the struggle to wrest from the machine something in does not possess.

In our printed matter we illustrate the section through the impression line of an Optimus of medium size. It shows the six tracks, and hints of the size, weight and strength of the center-girt, the main support to impression below the bed, upon which they rest. *Its equal in strength does not exist in a like press*, nor can it be attained. Driving motions and available space prevent.

A two-revolution cylinder must be lifted. The manner of doing it is the difference between superlative and comparative strength. Every other two-revolution has its cylinder boxes *loose in the side-frames.* They slide up and down, carrying the cylinder as it lifts and lowers. Such cylinders are not fixed. Opposed to this the Optimus cylinder boxes are a part of the side-frames, fixed and immovable, and hold the cylinder with great strength and solidity to impression. It is the only way to secure extreme rigidity, and avoid the looseness and flexibility inherent in many parts actuated from below the bed.

Again we refer you to our printed matter where we have space enough to fully explain the above, and to tell you of other things that make for a rigid press; wherein we tell you not only of *the strongest press made*, but of one in which every printing quality is as superior as its strength; we show you by language and illustration just why the Optimus is the best for the fast, hard and heavy work modern methods have made common, and that the qualities that fit it best for this work make it best for all. These reasons you can understand. We are confident they will appeal to you; for only through them can we account for the most satisfactory year in the history of Optimus manufacture now just closed.

The Babcock Optimus

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC.

You are Cordially Invited to call and inspect our newly installed modern and up-to-date Engraving and Electrotyping plant, fully equipped with all the latest improved machinery, operated under the most advantageous conditions manifested in our product which is the Best.

LOCATION CONVENIENT
QUALITY EXCELLENT
SERVICE GOOD

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO
TELEPHONE FRANKLIN 460
ARTISTS - ENGRAVERS
ELECTROTYPERS - NICKELTYPERS
THE ONLY ENGRAVING AND ELECTROTYPE PLANT WITHIN THE LOOP.

Megill's Patent **Automatic Register Gauge**

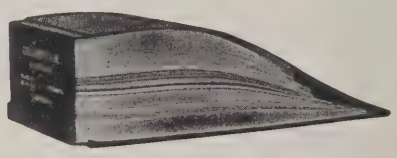
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet nnd then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York.

James White Paper Co.



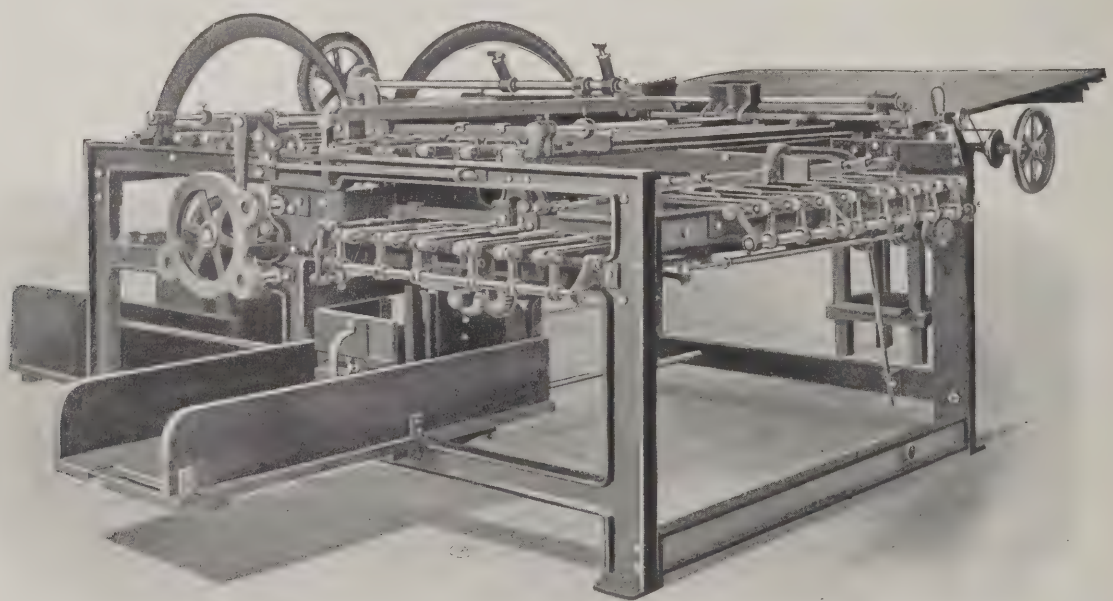
TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

UNIFORMLY EXCELLENT

ULLMAN'S INKS

Many a printer
Has developed
A well-paying business
And
An enviable reputation
By the use of
Doubletones and Ullmanines
On Booklets, Catalogues
And high grade work in general

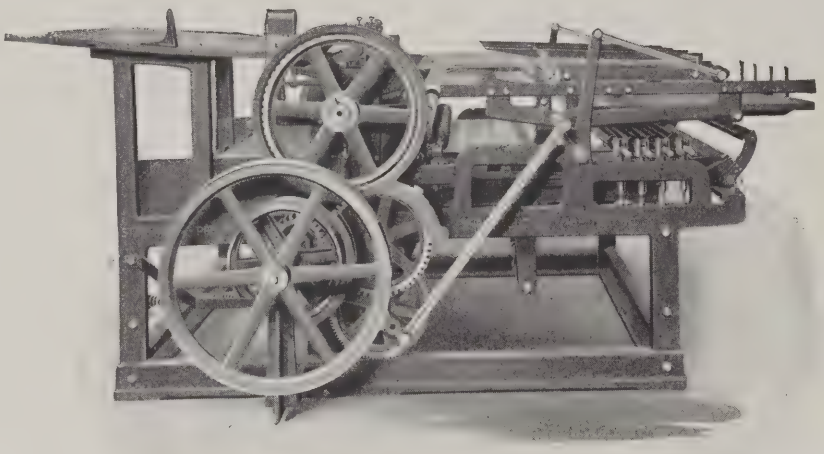
Do not wait too long
To bid for your share,
Nor spoil your chances
With inferior imitations.

SIGMUND ULLMAN CO

Inventors and Sole Manufacturers
of Doubletone Inks and Ullmanines

NEW YORK CHICAGO PHILADELPHIA

IT BRINGS THE COIN



Made in three sizes—25x33, 23x38, dna29x42. Either fly (printed side down), or carrier (printed side up) delivery.

A Pony Press is a money maker. It not only does news work well and speedily, but it will handle book and job work which would require two or three Gordons.

The Stonemetz Two-Revolution is simple in construction, easy to operate, and its work is first class. It is the biggest value of any press on the market. Send for Stonemetz booklet, samples of work, prices, etc.

Manufactured by

The Challenge Machinery Company

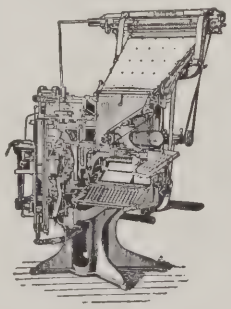
Grand Haven, Michigan

Stonemetz Two-Revolution

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

Will S. Menamin, President and General Manager

545-549 WABASH AVENUE

CHICAGO

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

B. & C. SEMI-AUTO.

Enables about 30% greater output with 1-3 less effort. A new, simple machine for quick clamping. Easy to operate. Four sizes, 34, 38, 44 and 50 inches

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS. Mgr.

THE RELIABLE

BROWN & CARVER CUTTERS

Brown & Carver and Oswego and Ontario Cutters are celebrated for their accuracy, speed, easy handling and economy of power and floor space and simplicity of operation.

There are NINETY sizes and styles, from the 16" OSWEGO Bench Cutter to the 84" BROWN & CARVER Automatic Clamp—Semi-Auto—Hand Clamp—Small Power—Hand Drive—Lever—Bench and Die Cutting Presses. One of these NINETY machines has features exactly adapted to your special needs. All of these NINETY OSWEGO Cutters are usually in finished stock ready.

The only factory making cutting machines exclusively for the Lithographic, Paper, Printing, Box, Board, Book, Cloth, Tin Foil and Leather, etc., Trades, and the only one making a complete line of cutting machines.

Write now for the new 1909 "Cutter Book."

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

OSWEGO, NEW YORK

CHICAGO BRANCH: 317 Dearborn Street
J. M. IVES, Mgr.

A SURE WINNER

MADE BY
The Pica-stick
H. B. ROUSE & CO. CHICAGO

Sets to Picas Instantly and Accurately

Costs fifty cents less than any similar stick, and but a trifle more than the old style set-by-guess, never-twice-alike sticks.

Length	Width 2-in.	Width 2¼-in.	Width 2½-in.	Plating
6-inch	$1.25	$1.35	$1.45	25 cts.
8 "	1.50	1.60	1.70	30 "
10 "	1.75	1.85	1.95	35 "
12 "	2.00	2.10	2.20	40 "
15 "	2.50	2.60	Not made	50 "
20 "	3.25	3.35	Not made	50 "

Is the same as the well-known Rouse Job Stick, *except that it sets to picas only.* It can be used in setting at least 95% of the usual run of work.

You can't afford to be without these sticks. You're sure to get them some time; why not now —*today?*

Mailed to any address on receipt of price.

Sold by dealers everywhere.

MADE ONLY BY **H. B. ROUSE & CO.** The Composing Stick People
61-63 Ward St., Chicago, U. S. A.

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba, London, Eng. — St. Louis, San Francisco, Buenos Aires, S. A.

THE AULT & WIBORG CO
MANUFACTURERS OF
LETTERPRESS AND LITHOGRAPHIC
PRINTING INKS
CINCINNATI · NEW YORK · CHICAGO · ST LOUIS
BUFFALO · PHILADELPHIA · MINNEAPOLIS · SAN FRANCISCO
TORONTO · HAVANA · CITY OF MEXICO · BUENOS AIRES · LONDON
HIC ET UBIQUE

THE AULT & WIBORG CO.'S

DUPLEX. SEPIA. G. S. 831-14.

NATIONAL PRINTER JOURNALIST

A Journal for printing and allied Trades

Volume Twenty-seven | Chicago, August, 1909 | Number Eight

BRITISH JOURNALIST IN PRAISE OF DEAN WILLIAMS' ADDRESS

Discusses Efforts Being Made in England to Educate for Journalism

EDITOR of the National Printer-Journalist:—As a British journalist who has interested himself rather deeply in the subject of University training for pressmen, I should like to hold out my hand over the seas and congratulate and thank Dean Williams upon the address which is printed in the issue of your journal, dated June, 1909.

A friend of mine in New York has correctly anticipated my interest in the Dean's remarks by sending me a report of them. Journalists on this side are endeavoring to interest their brethren and the public in the influence of a higher educational standard on the part of those whose business it is to mould and record public opinion; and among all that has been said and written upon the matter, Dean Williams' inspiring words must take a foremost place and deservedly so. Would that your excellent and bright journal had a British-wide circulation! But I shall take the liberty of bringing the speech before the notice of the Institute of Journalists and I hope that an opportunity may be found to give, at any rate, a portion of it wider publicity in these Isles.

The differences between American and British journalism are often debated and criticised. And some of the critics say very hard things about Western methods, forgetting that the temperaments and habits of a people in one country differ from those of another, just as the habits of one animal will vary from those of another species. It would be as reasonable to expect a horse to gnaw a bone as to expect an American to appreciate one of our dry-as-dust journals which up to quite recently stood as representative of staid British journalistic respectability.

America has taught the British press many things. Some people hate being taught, but the circulation of our "Americanized" papers shows that the lessons, when assimilated, are profitable to the proprietors. Now-a-days, conductors of live British papers encourage all those things which are comprised in the wonderful phrase "Human Interest." They develop the "nose for news;" they cultivate the head-line, which not only attracts attention but indicates the story; in short, they are learning that the brightly written paragraph, every line of which arouses human interest, is worth columns of mere reproduction of what someone has said upon an occasion of no particular importance.

This is no recital of a catalogue of ideals. The points which I have mentioned are being impressed more and more upon our rising journalist and their acceptance and use may be traced in the columns of any British paper which has any pretense to success. To the influence of the American press are they due and due only. The success which has followed their adoption proves them to be right. There are, of course, other features in connection with American journalism which would be quite unfitted for this country. How far the particular features which are in my mind, really represent the best of your journalism, I am not in a position to say, but I can add this—that there is not a line in Dean Williams' address to which any of my professional brethren here could not say "Amen" with the greatest cordiality.

I happen to be a member of the Council—the ruling body—of the Institute of Journalists, a past-president of which, Major Gratwick, V.D., R. W. O., of Exeter, paid a visit to the states some months ago. May be his name will be remembered by some of your readers. Well, the Institute of Journalists have been seriously occupying themselves in tilling the ground for a movement such as Missouri has inaugurated with so much success. This movement commenced in Dublin at the Institute's annual conference in that city in 1906. The Provost of Trinity College, Dr. Traill, became a whole-hearted enthusiast for the University education of journalists. Had the students and the funds been forthcoming, his college would have formed a school at once. The willingness was and still is there and Mr. Stoddard, of the Irish *Times*, advanced the suggestion that the future journalist-undergraduate of Dublin University might "walk" the daily newspaper offices of the city, just as the medicals "walk" the hospitals. Objections were raised to this suggestion upon grounds which purely affect working journalists, but you in Missouri have found a much better way, to which no possible objection can be raised. I can venture to assert that no British university has a paper of its own comparable with the University of Missouri, and the object lesson which it has afforded may yet be taken as a pattern for the first British university to found a faculty in journalism.

If Trinity College, Dublin, could not give us a school, she has done what she could. A sufficient sum has been guaranteed for a number of years and lectures upon journalistic subjects have been inaugurated. These are given by some of the most eminent working journalists of the day. They

have attracted considerable attention and have been attended by personages eminent in politics and in other departments of state and learning and they have done excellent service in directing the attention of those undergraduates who may be casting about for a future profession to the possibilities of journalism as a calling.

Trinity College, Dublin, then is leading the van. The newer University of Birmingham (the arrangements for the opening of whose new buildings by King Edward on the 7th of July, are being settled as I write) has shown a keen disposition to follow. The principal, Sir Oliver Lodge, is fully alive to the importance of the subject and at his request the late Professor Churton Collins—whose memory will be cherished wherever any knowledge of English literature obtains—drew up a syllabus for courses of lectures for journalists. Just as the matter was materializing, Professor Collins unhappily died, and the scheme is therefore temporarily dormant. Manchester University, Cork University, London and Bristol have all become interested. The seed is being sown and sooner or later, there will be the harvest. Of course, the universal difficulty is that of finances. Our universities are businesses. Their ruling bodies have to cut their coats according to their cloth and we who have been trying to do our share of the spade work are waiting for some philanthropic spirit to start the ball rolling by endowing a "chair" of journalism.

Dean Williams' suggestion as to the responsibility of the state toward journalism touches a responsive chord in the hearts of all who have ideas as to the power and influence of the press. Had I been present at his address, I should have marked the passage with an emphatic "hear, hear" and parenthetically, had I been sub-editing his copy, I would have lifted these sentences to the top of the report and set them in very bold black type. Mr. Carnegie hopes to improve the mental qualities of the British race by dotting the map of Great Britain with free libraries. There is hardly a town of importance in these islands which does not commemorate his name by one of these institutions. However great their influence may be in the direction for which their founder hopes, this influence would have been multiplied over and over again, had the money been expended in endowing "chairs" of journalism at our universities and in founding scholarships to help necessitous students to take a course of instruction which would influence every word they wrote during their professional life.

I hope I have shown that a gradual evolution is taking place in our attitude as a nation toward the subject. It must not be supposed, however, that opinion among journalists is unanimous. We are a conservative race and old traditions and usages withstand attacks against them for many years. But just as British papers have found that catering for the school boy in their columns in the way of juvenile sport, etc., pays because the man of tomorrow sticks to the paper which interested him as a youth, so newspaper makers are looking to the younger generation as the means of carrying out their ideals. The old and established journalist is wont to look upon his profession as one in which naturally born gifts must predominate. In his eyes, the true journalist, like the true poet or the true artist, must be born and cannot be made. The greatest innate genius, it must be admitted, cannot be made. The greatest innate genius, it must be admitted, cannot help being developed by a systematized course of instruction and study. The journalistic student, however brilliant he may be, will always find that his post-graduate course amid the stern realities of a work-a-day world is an essential part of his training; but he will in equal certainty find that a proper training which gives him specific knowledge and an ability to think in an orderly manner, will equip him with a power which would have been impossible with him under dissimilar conditions.

Sometimes the argument is advanced that the period of life between say 16 and 20 or 21 years would be much more usefully employed by the budding journalist in "going through the mill" upon a newspaper rather than in being saturated with academic learning. There is just sufficient truth in this dictum to make it dangerous. Some of our most capable journalists have started life by sweeping the office floor, but just as many, if not more, have either commenced with a university career or have been drawn at a mature age into the profession by a "call" which could not be resisted, because it was found to be the proper bent of the individual concerned. Of the two, I think the last named class will be found the more successful, because they are the better equipped.

Photo by Horace Hull

The French Canyon,
Illinois River, La Salle County, Ill.

Photo by Horace Hull

Historic Starved Rock from Island on the North. Visited by Illinois Press Association Members in June.

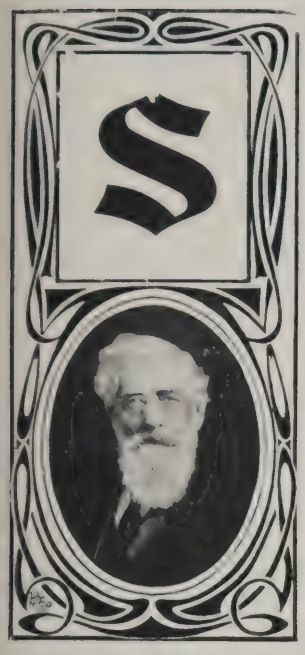
One of my cherished hopes of the future is a visit to your great country and the possibility of a visit to Missouri has now to be added to the influences which attract me. "Missouria floreat!" May every success attend you: 'Tis a noble heritage with which you are endowing those who will follow the noble profession, a heritage which cannot be assessed in dollars, however, almighty they may be. For it must leave an indelible mark upon the people of your country and upon the work of those in whose hands are placed the highest and greatest interests of the state.

Yours fraternally,

Arthur Hatfield Moody.

Editor County Express for Worcestershire and Staffordshire, Stourbridge, England.

VALUABLE HINTS FROM AMONG THE ASSOCIATIONS



STATE Editorial Organizations have displayed a commendable activity this year and many valuable ideas have been presented at the conventions in the different States by men of broad experience as newspaper-men and printers. Mr. J. Lyle Kinmouth, of the Asbury Park *Daily Press*, speaking at the Fifty-third Annual Meeting of the New Jersey Press Association talked instructively as to the benefits to result from editorial conventions. Among other things he said:—

There are things we may know or may think of without the medium of the New Jersey Editorial Association, but if we depend upon getting everything in the school of experience we will be dead and buried before we get even a common school education in the publishing business.

Personally I will gladly listen all the afternoon while a dozen of the editors of country weeklies tell how they handle their country correspondence and what it costs them. Then such topics as the management of the reportorial staff of a small city paper or to what extent classification of advertisements is possible and what character of advertisements should appear on local news pages, what on general news pages, what on the editorial and what advertisements should be refused—such topics would keep me "glued to the carpet." The small city daily is the halfway house in the newspaper publishing business. It is not looked upon as the embodiment of the editor's ideas alone. It is a semi-public institution, but the editor's personality is still part and parcel of the paper. His honesty and the newspaper's honesty are still one, whereas the great city paper's owner, its publisher and its editor are usually unknown to the vast majority of its readers.

EXCHANGE OF VIEWS.

The New Jersey Editorial association means this to the editor and publisher of one small city daily—an opportunity to meet his fellow editors and exchange views. This brings out both the weak and strong points in the business and arouses interest in the paper which otherwise has a tendency to be absorbed by a mass of detail and routine which are undoubtedly the first symptoms of dry rot.

The New Jersey Editorial Association is the medium through which the editors and publishers can speak for more just libel laws, for fairer treatment from politicians, for a fair and uniform price for advertising, commercial as well as legal, based on the service rendered and the cost to the publisher of rendering that service.

The New Jersey Editorial Association is the medium through which the editors of New Jersey are learning to know each other better, to respect each other more and to forget the imaginery line which has so long made a distinct cleavage between the editors of daily and the editors of weekly newspapers. There is no real antagonism of interest; there only appears to be when it is debatable whether a certain territory demands a daily or a weekly newspaper. There can be no permanent competition between the two. A daily cannot live in a weekly field, nor can a weekly exist for any length of time in a daily field. The wise publisher is the one who correctly sizes up the situation and offers the character of service best adapted to the needs of the community. The bitterness which formerly existed between editors is largely a thing of the past. Even with editors whose territories are competitive it is coming to be recognized that the newspaper is an institution and as a competitor would continue to exist even if every man connected with the paper were struck dead and the plant destroyed.

BETTER NEWSPAPERS.

When this fact is once fully conceded, and the New Jersey Editorial Association is one of the strongest factors working toward this end, many economics in production will be introduced, much useless waste eliminated and better newspapers printed. Yes, and our conventions will last a week and be attended by practically all the editors and their families. No, this is not indulging in hyperbole as viewed from the standpoint of the small city daily.

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E. Polk Johnson, who was for many years managing editor of the Louisville *Courier-Journal*, gave the editors of Kentucky at the recent convention in Estill Springs, some very practical advise founded on experience as follows:

If I were the editor of a country newspaper my greatest effort would lie in the direction of all the proper news of my vicinity all the time. I would be more profoundly interested in the building of a new church or schoolhouse than in the fact that "Miss Eliza Perkins visited Miss Jenkins this week." The news of the construction of a new bridge or a good road in the country would transcend in importance the discussion of a tariff bill in Congress or the solving of the problem, "Can a Prohibitionist be a Democrat?" I would constantly din into the ears of my correspondents the fact that there was a continuous and increasing demand for news in the office and a corresponding lack of desire for their opinions on any subject under the sun. The editor alone should serve opinions to his readers, and even he should do this with many mental reservations. A short, pointed editorial on good roads, better schools and a strict observance and enforcement of the law is worth more to a country newspaper and its readers than a dozen editorial columns on national politics colored by the partisan bias of the writer.

MATERIAL ADVANCEMENT.

This is not to say that the country newspaper editor is not to have political opinions and on occasion fearlessly express them. To hold otherwise is to make the editor a nonentity, which no one knowing the splendid individuality of the Kentucky Press Association would dare to imagine. What is meant is that efforts for the material advancement of a newspaper's immediate constituency are of a greater value than attempts to dictate the policy of any political party, whether referring to state or national affairs, but particularly to the latter. There is none among you so young as not to have seen our national government directed by a president representing each of the great parties, and, despite the dire prophecies of ruin which preceded the election of a Democrat or a Republican, each of us devoutly recognizes that "God reigns and the government at Washington still lives," as it will continue to live until time shall be no more, however much we shall from time to time find ourselves out of or in accord with the party in power. Recognizing this fact, if I were the editor of a country newspaper, as I profoundly wish I were, I would leave to our hired men at Washington the important duty of running the government, while it would be my endeavor to run the best country newspaper in the state. I am not sure that my task would not be the harder of the two.

All that I have been trying to say may be stated in a paragraph, for it all means that I would publish a local newspaper—a newspaper for the people about me who read it, a newspaper that contained first the news of the county and the nearby adjacent counties, next that of the state, and then if there were any unfilled space it would be filled with the condensed news of the outside world. This is a general statement. Of course there are times when worldwide interest centers in some great event, and no newspaper man worthy of the name would overlook its importance or fail to give its details to his readers, no matter where the event occurred.

If I were an editor it would be constantly in my thoughts as I wrought my daily task that it was not for myself that the words to be printed came from my pen. I would know that they were to go out into the world to be seen of men and women and that as I thought and wrote and published honestly and truthfully so would the import, the lesson, be to my readers. I once edited a paper at Frankfort which

some of you may remember. There came into my office one day a minister, the pastor of one of the churches in that city, a good man who has long since gone to his reward in heaven. He said to me: "I came here to tell you how your paper is appreciated by me. I read every issue and want to thank you for a cleanly paper. I have never seen in it a word or a line which I could not read aloud to my wife and children." That was very high praise, and it was appreciated as such.

If I were an editor, please God, that is the kind of newspaper I would still publish.

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In his address before the North Carolina Press Association at Hendersonville, June 23-24, Editor R. R. Clarke, of the Statesville *Landmark,* rightly propounded, with brevity and point, the true doctrines of right newspaper-making, both as to matter and form, as follows:—

The space you give to local news—and give as much as the conditions demand, size of paper considered—use to best advantage. Work the town thoroughly and make an item of everything that is worth while. If an important event occurs, don't be content with a passing notice. Write it up at such length as its importance demands and give such details as are necessary to make the story complete—no unnecessary elaboration or sensationalism, but a full account. I have been surprised more than once to see valuable space in country weeklies utilized for stale jokes, while important happenings worth a quarter or a half column received a half dozen lines. Do not be prosy or prolix, but give the facts

Photo by W. H. Osman

Starved Rock from Northwest, showing End of Island.

in the most entertaining manner of which you are capable. The length of the item must be regulated by its importance and the space at command. If unimportant, make as brief as possible.

Having worked the town first, give close attention to the county and such localities in surrounding counties as the news or the business you may do there justifies. Edit local correspondence. Don't allow amateur correspondents to print silly jokes that only two or three people understand or in other ways waste your space. Confine them as closely as possible to news, but remember that personal and social items are as dear in rural communities as in the town and allow a limited amount of these. But this must be guarded with care. It can easily be overdone.

After having disposed of the local matter and written attractive headings that indicate what the story is when the importance justifies—ordinarily an item of ten to a dozen lines should have a head and one of six inches or more a double head—provide a column or so of editorial comment. Brief, pertinent remarks that illuminate the news of the paper and enlighten the reader as to current events are best. If you have space to spare you may give your views and discuss anything you choose at more length.

The local and editorial being in, work your exchanges for all they are worth for news. The editor who neglects his exchanges cannot measure up to the mark, it matters not what his literary qualifications nor how many college degrees he has. You not only get news from them, but you get ideas. Work your exchanges for items of current interest in the state and the country. Condense, boil the facts down, state in your own language, but give the reader who is depending on you for his all a review of the current events and the news of the day.

Let me say in conclusion, having put in type the best stuff obtainable, having arranged it attractively in the form, much of the work and the effect will be lost if the paper comes from the press badly printed. See that the presswork is well done, that the paper is neatly and cleanly printed, that it is neatly folded and neatly wrapped and mailed so that it will get to the subscriber in good condition. You would hardly go to a store a second time if your purchases were so carelessly wrapped that they reached you in bad condition. Keep that in mind when you send out your product to the purchaser.

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In an address before the Wisconsin editors, "How to Raise Advertising Rates," O. F. Byxbee, advertising Manager of the *Inland Printer,* said:—

Any publisher can secure higher rates for advertising simply by having the courage of his convictions, by simply having a little backbone.

The first essential to securing higher rates is backbone. Backbone may be cultivated, and it is in just such meetings as these, where publishers receive the impetus necessary to send them forth with renewed energy and renewed determination, that the groundwork for a stiffened vertebræ is obtained.

LOCAL CO-OPERATION.

The good fellowship which comes from publishers getting together in these state meetings is only exceeded by that

Photo by Horace Hull

Looking East from Summit of Starved Rock, Illinois River, La Salle County, Ill.

coming from publishers getting together locally, discussing local problems and agreeing on a remedy for existing evils and for the general betterment of each other's business.

I have been investigating instances where publishers have increased rates, and I want to say that in not one single case have I found that a publisher lost revenue through such action—revenue, mind you. He may not be publishing as many columns of advertising, he may have lost some lifelong accounts, but the amount of money received has been greater. The publisher who frequently may have been obliged to print a couple of extra pages has found that the extra pages were not necessary and in such instances has not only a larger revenue, but less expense.

He then gave a very convincing instance from personal experience on a daily where there were three other dailies in the city, where advertising rates were successfully raised from 6¾ cents to 15 cents an inch. All old advertisers were given notice that their rates would remain unchanged for one year, after which they would be compelled to pay with all others the full fifteen cents an inch rates. The plan was strictly adhered to and while one old advertiser, who had been running a column and a half a day for ten years

at 6¾ cents an inch, remained out for just 364 days, when the ad appeared again at the new rate and has been running at that rate ever since, the publisher receiving considerably more for the second year than he would have received in two years at the old rate.

* * *

Editor Frank Hamill of the *Advocate,* Spooner, Wis., who had formerly been a locomotive engineer, made a neat hit in his paper on, "The Country Weekly," by comparing his experiences as an engineer with experiences in running a newspaper. His conclusion was with the opinion that to make a success of the country weekly we must at all time keep the throttle wide open. There must be a constant use of the steam as the driving power.

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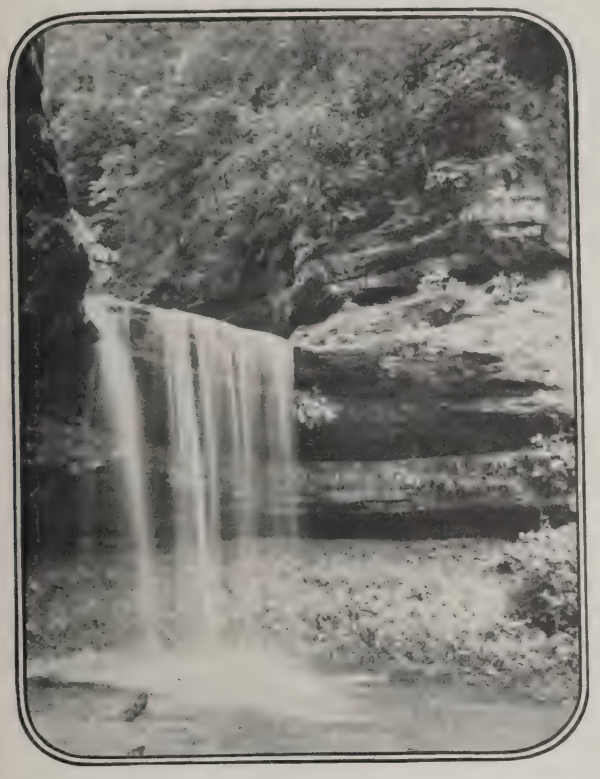
W. J. Hill, publisher Hannibal, Mo., *Courier-Post,* delivered an address at the meeting of the Northeast Missouri Press Association, held at Moberly, Mo.,



The Falls, Horse Shoe Canyon, Illinois River, La Salle County, Ill.

Friday, June 25, 1909, on the subject of "Advertising the Newspaper." He said:—

The newspaper business like any other legitimate business must be advertised. There are good and poor ways of advertising. Many things at first glance seem profitable, turn out to the countrary. Many things in this business are the same as in other lines, not what they seem to be. There is something, however, that is necessary in advertising newspaper advertising, you should keep a little ahead of those in other lines, see a thing first. Do something considered new to the average business man—or at least has not been seen in your locality. It has been said that there is nothing new under the sun. That may be true in a measure, but many times an advertisement of the other fellow, will suggest something entirely different.

Advertising a newspaper costs money. One thing many newspaper publishers lose sight of is to take their own medicine. They will oppose various advertising schemes and then use them for their own purpose. Be consistent. Advertise your paper in your paper. Use your own advertising to advertise your own advertising. Use your own circulation to get subscribers. There are many people reading your paper who are not regular subscribers. They buy, beg or borrow and in some cases steal it. I believe a man who steals a copy of your paper is paying you a compliment. The thief seldom steals anything of no value. He steals that which he knows has a value and that same value is the foundation of his desire to obtain it. Your advertising in your paper many times brings you a customer. It has another value of far greater importance, it creates confidence in the proposition. If you think enough of the value of your own proposition to use it in advertising itself, then it must be good. The Chicago *Tribune* is known in the newspaper business as "The world's Greatest Newspaper." Scarcely a day passes but that paper contains a lot of advertising about itself. Space in it is very valuable and sells for a high price, but it is not too valuable for its own uses. There are many methods of advertising a newspaper that I consider good, but I feel that there is no way that is so productive of permanent results as using the columns of your own paper. You have many readers who may be advertisers in a short time—probably within a year they will be conducting a business that can be profitably advertised in your paper. If you are advertising to them you are educating them along the right lines. There are a lot of fellows in business that you would like to have advertise in your paper who are not. Many of them would not be convinced if you spent months talking to them. When a solicitor approaches a man to talk advertising there is a tendency to turn him down. He don't want the solicitor to convince him. If he picks up the paper he reads your talk. He is interested. He lays the paper down and may say it will not pay. That's all right. You have planted a seed that may bring you a

Photo by Horace Hull, Ottawa, Ill.
Horse Shoe Canyon, Illinois River, La Salle County, Ill.

good advertiser someday. Talk right straight at him. Solicit him on the same basis—as if you were talking to him face to face.

Certain advertising methods may be termed "schemes." There are the so-called schemes for each department of our paper. There are many ways to advertise your local advertising, there are also many ways to advertise your want ads, your foreign advertising, your subscription, etc.

I advertise my paper constantly in my paper. I not only advertise local advertising, but want ads, newspaper features, etc., etc. Do not understand that I never advertise along other lines, because I do. I advertise to the foreign advertiser by using trade magazines, by writing letters, by calling on him and by having my Chicago and New York representative write and call on him. I endeavor to get personally acquainted with as many of the advertising agency people as possible and to keep in correspondence with them. I get out circulars boosting Hannibal and my paper and send one of them in every letter I mail.

When it comes to advertising to the local merchants, and manufacturers, I put on much stress. A large number of this class of advertisers do not sufficiently appreciate it to handle it properly. Advertising space in a newspaper should bring a good price and then be used carefully like other parts of the business. I run advertising talks in my paper and mail special circulars to the local merchants, solicit them personally and keep the air full of advertising all the time. When employed as an advertising solicitor I would take a list of prospects, and call on each at least once a week. By keeping a regular calling of 25 or 30, I was able to close from 2 to 6 contracts per week. Keep a man thinking of advertising

his business and he will want to. It grows on him. Be a walking suggestion of advertising. I have found the publishing of advertising talks from other papers and magazines, profitable. Some fellow may not be convinced by what you say, but a statement from another paper might. A good proposition is to photograph your advertising man, have a cut made and run this in a big ad. Have your advertising men solicit business in the ad. This gets the merchants and your readers interested. It teaches them to read ads in your paper. They mention it to their friends.

There are many ways of advertising for readers, or subscription schemes. One of the most substantial, however, is publishing a good newspaper and then send your traveling solicitor out to show the people what you have. There are various methods of getting business and getting it fast, but the most profitable and satisfactory way is to convince them that you have a good paper, create a desire for it and have them buy it because they want it. In my ten years of newspaper experience I have tried out and have had occasion to observe the results of the different circulation promotion schemes. I know pretty well what can be done in getting newspaper circulation, but I believe in straight soliciting. It is the slowest method and considered by many the most expensive but when you gain one thousand subscribers you can pretty near figure on holding the greater portion of them. I keep traveling men on the road all the time, most of the time two and at times more. They make a house-to-house solicit.

I publish the news of the surrounding towns and neighborhoods and have regular correspondents in each. When my road man makes a town he takes twenty or twenty-five papers. The next morning he follows up with a solicit. He leaves the papers and personally tells them to read it over, showing them the home news, etc. Last year I put out as a premium more than 1,700 fine mission clocks. This was one of the best things I ever saw. It tied up a lot of money but it was a good proposition. Later in the fall I had a Shetland Pony contest, giving away four Shetland ponies, and four wheeled, rubber tired buggies. This was a most profitable proposition. I am now giving away the *Cosmopolitan* Magazine with each signed order of 12 months for *The Daily Courier-Post*. These orders of course must be good.

I have tried numerous schemes for classified advertising but the most effective was to get the people to read the ads. Whenever you get the most of your subscribers to read the want ads you have no need of soliciting. The people will use them. Of all the little side schemes I ever tried to build up my want ad page, the most profitable was in giving away free want ad dollars. The parties getting the free dollar could find their name in the want columns. When he found his name he would bring the copy of the paper to the office and get his dollar. My want ad receipts were running from $30 to $40 per month before that time.

The first 30 days it doubled and inside of two months it reached $120 per month.

N. E. A. DELEGATES GIVEN ROYAL GOOD TIME ON WAY TO SEATTLE MEETING

The following account of the entertainment is from the *Publishers' Auxiliary*, Chicago:

Delegates passing through Chicago Wednesday, July 14th, on their way to Seattle to the National Editorial Association meeting, found the latch-string out and a royal welcome awaiting them. Open house was kept at the Sherman House, where the Association made its headquarters and where genial-souled Father Herbert made every incoming delegate feel that he had reached the right spot and was headed in the right direction.

It was a busy day into which the visiting delegates found themselves plunged by their kind hosts. Below is given the program as planned and carried out, and one bright little newspaper woman from Mississippi probably voiced the sentiments of all who enjoyed the day when she said that Chicago and Chicago men and women, too, were just splendid—most as good as those in Mississippi. The program follows:

PROGRAM OF THE DAY.

1 to 2 P. M. (after luncheon)—Attend reception by Press Club of Chicago, at new club rooms, 116 Dearborn St.

2:30 P. M.—Leave station of the Illinois Tunnel Company at 179 Monroe St. for trip under the city, on invitation of Vice-President Kenyon, and conducted by Superintendent Callahan. Forty feet under the roar of the surface traffic, there is a network of railway tracks, 60 miles in length, over which 2,500 cars move a large share of the city's freight. Underground Chicago is as mysterious and wonderful as the Catacombs of Rome.

Reaching the retail store of Marshall Field Co., where the party will be personally conducted through the largest drygoods store in the world.

4:30 P. M.—Leave from platform of Marshall Field Co.'s store, corner of Wabash Avenue and Randolph Street, for the White City, by special train tendered by South Side Elevated.

5 P. M.—Arrive at White City.

5:30 P. M.—Banquet in the splendid Casino of the White City, tendered by the hosts, whose names appear on the fourth page of menu souvenir.

6:30 to 9:30 P. M.—Visit the many attractions of the park, under the guidance of Manager Wolf.

9:30 P. M.—Leave for the city, to take the train over the C. B. & Q., at the Union Station, corner of Adams and Canal Streets, for Seattle. Train leaves at 10:45 P. M.

THE BANQUET.

After the trip through the tunnel bore, the miles and miles tramp through the thirty-five acres of floor space of Marshall Field & Co.'s retail store, where guides explained everything to the interested sightseers, and the delightful trip out on the special on the elevated to White City, the company with keen appetites sat down to a splendid menu as follows:

Cream of Tomato.
Olives. Radishes.
Filet of Sole, Victoria.
Cucumbers.
Broiled Milk Fed Chicken.
Rissole Potatoes. French Peas.
Combination Salad.
Fance Ice Cream. Cake.
Cream Cheese, Currant Jelly.
Toasted Wafers. Demi Tasse.

THOSE AT THE BANQUET.

After the banquet Editor Herbert of the NATIONAL PRINTER-JOURNALIST spoke a few words of greeting to the assembled company and was followed by the first vice-president, A. Nevin Pomeroy, Chambersburg, Pa., publisher of the Franklin Repository, who briefly but eloquently expressed appreciation for the kindly hospitality which had been extended to the members of the National Editorial Association by the combined host.

ITEMS OF INTEREST

Editor Henry Barck of the Crown Point, Ind., *Freie Presse*, one of the few German papers in Northern Indiana, has decided to move the plant to Hammond.

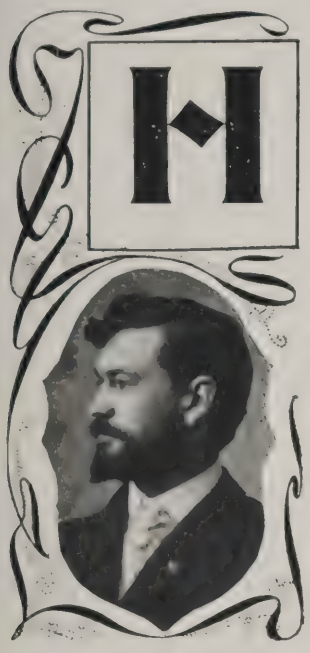
The Waukon, Iowa, *Standard*, one of the oldest papers in this section of the State, has been sold to John H. DeWild, a practical newspaper man, who has for a long time been connected with the office.

The *Butler County Tribune*, the only newspaper published at Allison, Ia., the county seat, was purchased by W. J. Hunt, landlord and proprietor of the Allison House Hotel. The business has been under the ownership and control of H. Folken, cashier of the Farmers' Savings Bank, for some time. Mr. Hunt will not take possession of the property until August 1st.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin



HOW to acquire and maintain a large and capable corps of country correspondents seems to be a problem for the average country newspaper-maker; but why it should be so is quite as much of a problem to me. Brother E. R. Purcell, of the Custer County *Chief*, Broken Bow, Neb., has fully mastered the problem, it seems, as evinced in an article from his pen published in this journal some months ago. Personally, as intimated, the subject has never proved problematical to me. I have gotten my correspondents naturally and easily — although, of course, not without effort. Many of my present correspondents, however, have volunteered their services, and, naturally, as Brother Purcell pointed out, too, this class makes the most valuable and tenacious assistant. I have never paid my correspondents any cash for the work, as I do not deem that a practical course for the average country publisher. But I have tried always never to allow an occasion to pass unimproved for showing a deep interest and high appreciation for their work, writing each reporter a letter of encouraging advice, congratulation or appreciation as the case might require and opportunity arose. And scarcely ever does it happen that at least a third, and sometimes fully a half, of the reading matter of my paper is not country newsletters. I have a number of correspondents furnishing my paper with the news today who volunteered their services when I first founded the paper seven years ago. I think the publication of a booklet of general instruction along every phase of country reportorial work, for distribution among one's correspondents, as has been done for some years past by the publisher of the Traer, Iowa, *Star-Clipper*, another devotee of the country newsletter, is an excellent plan, as it furnishes an ideal avenue for the publisher to vividly impress upon the correspondent the latter's utter importance in the making of the paper—which impression, when once vividly fixed, is an all-important factor in keeping the correspondent at work. I do not know that in the foregoing rambling dissertation I have been able to throw much light upon the "problem" mentioned, simply because, as I asserted at the start, it has never appeared problematical to me; but I hope I have devoted a sufficient number of words to at least impress the reader with the fact that the engaging and retaining of an able staff of local reporters is of vast importance in the successful publication of a country newspaper.

GARLAND, TEXAS, June 26, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover am mailing you copies of the *News* for criticism. This is the third effort, but persistence has its own reward, and I shall keep "firing them in" to you till you give me a roast that will quiet my nerves. I think the *News* will compare favorably with papers published in towns of a thousand population, but would be glad to have your opinion of it.

Respectfully, N. A. HOLFORD.

That's the proper spirit, Brother Holford—the spirit that wins. And here's the quietus for your nerves: The Garland *News* is a monster—eight columns, eight pages. Just a little too big, I think. The manner in which it is made up mechanically, with ads scattered to the four corners of the pages and elsewhere, gives an effect that looks like a well-developed case of the smallpox. Let's give the "devil" his due, however, and mention the fact that even this scatter-

No. 1

ing of the displayed spaces is done not without design and shrewd care as to balance. I have so frequently illustrated, both by wordy paragraphs and reproductions, just how a newspaper should be made up to look well and be respectable and proper, that it seems anything further on the subject here is superfluous. The *News* offers an excellent local news service, without resorting to the local reportorial system, however. It gets a very abundant advertising support from local institutions, and in the main handles its advertisement composition in a pretty creditable fashion. Exhibits 1 and 2 will illustrate admirably. In the first the underscore beneath the main line is altogether too heavy. Two-point rule

Those New Patent Leather Pumps
For Ladies Are Here
The $3.00 grades now go at $2.50
Our stock consists of the very swellest styles made. It costs you nothing to examine here, and you save something if you buy
10c
10c
35c
HUDSON-DAVIS & CO.

No. 2

would have been quite adequate for the purpose. Another improvement would have been to set the subject matter of this ad in a considerably shorter measure with less space between lines, which would have permitted of proper whiting. The matter in the lower panel could have been im-

proved, too, by having centered the portion that ran over and produced the second line, instead of letter-spacing and leadering out on one side to fill the line. Filling this line was not in the least necessary, and Gothic was never improved by the introduction of spaces between letters, especially not if the line preceding or following remained normal. In the second specimen, in which, by the way, I find much merit, the underscoring of the main display lines could have been dispensed with advantageously. This would have permitted the second and shorter portion thereof to run in closer proximity to the upper and longer one; and then the line which reads, "The $3.00 grades now go at $2.50," could very appropriately have been partially enclosed with two-point rules above and below it. The introduction in De-Vinne ought then to have been set in two full lines with the white neatly distributed above and below them. The *News* is set in a large legible face and the impression on each page is a veritable delight.

* * *

ODEBOLT, IOWA, July 11, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under another cover we are sending you copies of today's issue of *The Chronicle* for your inspection and criticism.

We had fourteen changes in ads to make this week—all of them entirely reset—and hence were hurried. These ads were set in two days by Mr. H. L. Legat, assisted by Miss Athelia Russell, and they worked at other things part of that time, also. Could they have had more time the ads would be more artistic.

Odebolt is a town of 1,600 population, and I established *The Chronicle* twenty-three years ago and have conducted it since its birth.

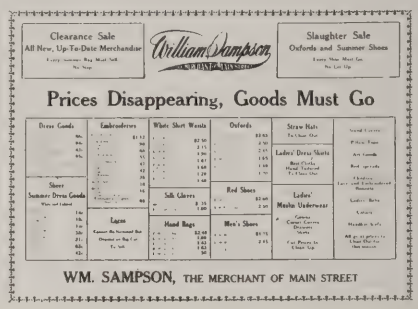
Fraternally yours, W. E. HAMILTON.

To stick at a single post of duty for a term of twenty-three years, I tell you, dearie, in itself is no small achievement, but when the result of such a term of service is a newspaper like the Odebolt, Iowa, *Chronicle*, the man who has so labored has my pardon if he entertains a little personal pride in his success. I want you all to have a look at the *Chronicles'* neat front page, and note its dainty, modest cleanliness. No boldly displayed ads here, nor jarring scare heads, to mar the even tenor of the artist's admiring gaze. (Exhibit 3.) This reproduction will pretty accurately

With Supplement **THE CHRONICLE.** With Supplement

VOL. XXIII. ODEBOLT, IOWA, THURSDAY, JULY 1, 1909. NO. 9.

No. 3


Clearance Sale
All New, Up-To-Date Merchandise

William Sampson

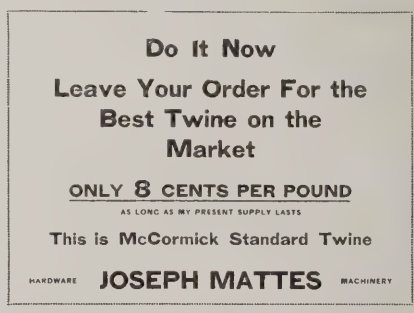
Slaughter Sale
Oxfords and Summer Shoes

Prices Disappearing, Goods Must Go

WM. SAMPSON, THE MERCHANT OF MAIN STREET

No. 4

show the abundance of local news and personal mention gathered weekly, but besides this there is a bright, sparkling department of editorials, and an extremely liberal advertising patronage. This issue is also supplemented with proceedings of the meeting of the county supervisors. Everything mechanical about the *Chronicle* is very satisfactory. All short local matter is tastefully graduated; straight-matter is carefully composed and corrected; heads are neat and modest; all brass dashes are simple and desirable; the adver-


Do It Now

Leave Your Order For the Best Twine on the Market

ONLY 8 CENTS PER POUND

AS LONG AS MY PRESENT SUPPLY LASTS

This is McCormick Standard Twine

HARDWARE **JOSEPH MATTES** MACHINERY

No. 5

tisement composition is of the highest grade; the typographical features are uptodate and pleasing in every respect; the presswork is delightfully well done. What more could one ask of a country newspaper? Exhibits 4 and 5 are a couple of the faultless half-page ads selected from this issue of the *Chronicle*.

* * *

The Press Club of Des Moines, Iowa, born a few weeks ago in the minds of a number of newspaper men, has already grown to a membership of 80. New members to the number of thirty were passed upon by the executive committee at a recent meeting.

* * *

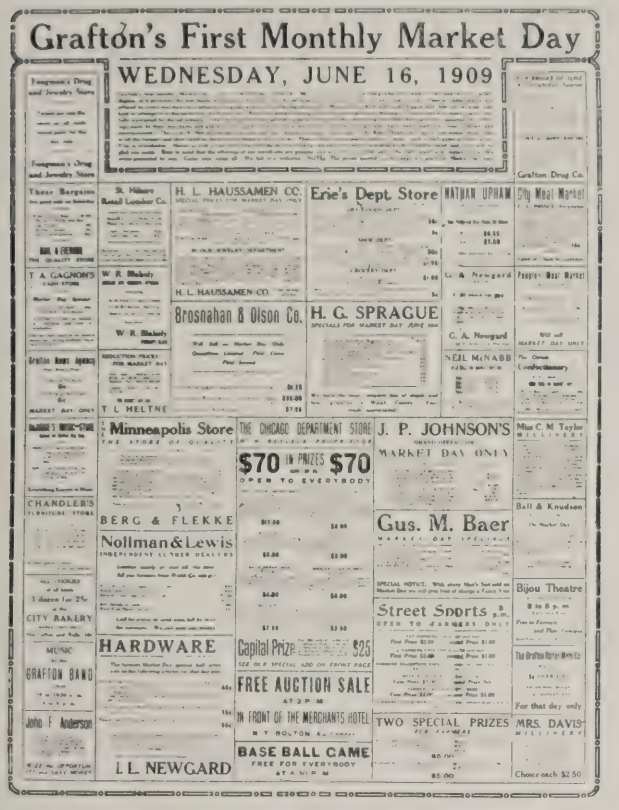
GRAFTON, N. D., June 21, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am enclosing a copy of the *Walsh County Record*, and would be pleased to have you criticise the page ad on the second page. This is of course only a small office and we were unable to run in series as much as we would like too, and we will value your criticisms very highly.

Yours truly, GRANT S. HAGER.

The Walsh County *Record*, I see from the copy with which Brother Hager has kindly favored me, is an all-home-printed eight-column folio. The advertisement he submits is reproduced as Exhibit 6. While this specimen has been treated, and very properly, too, as one advertisement, in reality, as the reader will observe, it is one composed of many ads. He has asked my criticism. Now criticism is quite as much a judgment of beauties as of faults, and I am

glad of that, because in this instance the former far outweigh the latter. There is nothing in this specimen that is really bad; on the contrary I deem it very creditably done throughout. It is very neat in layout; excellent in display,

No. 6

and despite the fact, intimated by Brother Hager, that it emanates from a small office, the whole is quite harmonious typographically. The *Record* is completed with an excellent impression.

* * *

COOPERSTOWN, N. D., June 23, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Under separate cover I send you a copy of the Griggs County *Sentinel* which I would like to have you pass your opinion on, provided there is room for me. This issue was gotten out in a hurry as there are only two of us, the boss and myself, and at times have to hurry, which we did at this time. This is an average sample of the sheet, both as to reading matter and ads. Your criticisms in the past have proved very beneficial to me and I know that they will also at this time.

Yours fraternally, M. A. JENSEN.

I aim always to be candid with those who seek advice through these columns of the NATIONAL PRINTER-JOURNALIST, and I dare say Brother Jensen does not wish that I should be otherwise in dealing with him. Therefore, I am going to start right in by telling him that the make-up of the Griggs County *Sentinel* is almost absolutely wrong—wrong in every respect. In the first place I find fully three-quarters of the front page space occupied by displayed advertising matter, the ads on all other pages scattered on both sides and at the top, and invariably the larger spaces occupy preferred position. This condition of affairs is merely the result of a fool habit that modern newspaper men are throwing off. The modern publisher runs his own newspaper, especially as regards all mechanical departments, and will not listen to the whimsical dictates of advertisers. The reader is the fellow whom the editor of today keeps in mind. Hence the reader gets the column tops and the left-hand side of all other pages but the first, and that is given up entirely to him. I am free to admit that even with pages of seven columns each, with so large an advertising patronage as that enjoyed by this publication I am reviewing, the problem of keeping the front page clear of advertising matter is a question not easily solved, but I stubbornly maintain that "where there's a will there's a way." I see many a big paper nowadays in which the entire back page is made up of one solid mass of advertising matter just so as not to be compelled to deviate from the desirable clean-front-page basis. And I notice, too, that these very papers enjoy quite as enviable a reputation for giving good returns to their advertisers as do those who grant their patrons' every exaction. It's all an old fogy notion, this thinking that people will not read advertisements unless they are inserted in the most conspicuous, most accessible positions in the paper. It would be quite as consistent to demand of the magazine publishers to make every other page an advertisement, or to put all

Quality First
The Big Store
COOPERSTOWN, N.D.
Price Second
SUMMER IS HERE and we have made preparations to fill your wants in the way of summer furniture.
We have an extra large assortment of Reed and Rattan chairs and rockers, which we know will please you, both as to price, design, and finish.
If you want a nice, cool, comfortable Rocker, either shellaced or stained green, here is one at
$5.00
Lawn and Porch Chairs
We have a good assortment of Porch and Lawn chairs, finished shellaced, Lawn and Forest Green at prices from $3.50 to $8.50.
Let us take your order for Porch Shades we have the Vudor, Tusculum and Bamboo Shades. Your Porch is of no use to you unless you get it furnished. Let us show you how to furnish it.
Get a chair like this cut for
$4.50
JOHN SYVERSON

No. 7

their advertising in the middle of the book with reading matter in the front and back, as to ask a newspaper man to run his locals on the back page and give up his front page to advertising matter. There are few newspapers that have as good a print as this Griggs County *Sentinel*, and, considering the fact that the working force consists of but two people, the advertisement composition is extremely well done. (Exhibit 7.) The *Sentinel* does not offer so good a news service as it ought to, possibly due to the fact that the editor is too busy in the mechanical department; it is quite evident that this deficiency is not due to any lack of ability. The running of black face paid readers in along with the local news, to me, is the unforgiveable offense, and the front page of a newspaper is the proper location for the news, not any of the other pages. Editorials are only of secondary importance, for, deplorable as the fact may seem, not over forty per cent of a paper's readers ever look at them.

* * *

OPELOUSAS, LA., June 14, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I read and appreciated the comments on our paper, but prefer waiting until I get the paper in such shape as to get a better comment on the whole before mailing out copies. Thanking you for the comment so as to improve the paper, and assuring you I will do my best, I remain,

Yours truly, AARON JACOBS.

Another copy of the St. Landry *Clarion* at hand shows that that paper is fast improving, especially in point of mechanical makeup. As for contents, I doubt if there is a better weekly in the state of Louisiana. Certainly Brother

Jacobs is making some great strides in the right direction, and I shall be pleased to become a witness to his further achievements.

* * *

HECTOR, MINN., June 14, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am mailing you a copy of the Hector *Mirror*, and would be pleased to have your opinion of it from both a mechanical and editorial standpoint.

Thanking you in advance for the favor, I remain,

Very truly, A. H. FREEMAN.

Before I enter upon a compliance with Brother Freeman's request, I desire to thank him frankly for the excellent shape in which he prepared his publication for shipment to me. It was quarter folded and laid between two pieces of strawboard of proper size and the whole enclosed in a neat wrapper. It is a well known fact, I believe, among commercial men that an unsightly wrapped package soon brings one's business into ill repute, and this is especially true of a badly wrapped newspaper. Some publishers do not appreciate the value of these little things, like the folding and wrapping of their papers, but if they will take the trouble to test the subject carefully, they will soon learn its importance with respect to public opinion. As might be expected from an office which sends out a paper so neatly wrapped for the mail, the Hector *Mirror* is an exquisitely neat and excellent sheet. The front page is is printed from plate, I take it, else is done at the ready-print house, and is therefore very attractively arranged with a good cartoon occupying the top of the three central columns. In its attractiveness this page is worthy of copying. The four inner pages of the *Mirror* are ready-printed with the balance of the sheet containing the local home-set matter. These home-made pages are beautifully printed, and, while there is a flaw or two in evidence in mechanical make-up, withal, they are generally far above the average in this respect. The advertisement composition is high grade (Exhibits 8, 9 and 10.) and the editorial work cultured. Editor Freeman is a brilliant editorial writer and skilled in gathering news. Throughout I am highly pleased with his work.

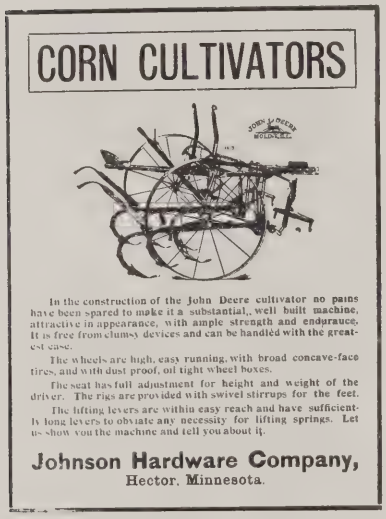
* * *

Several times in the past I have had occasion to remark on the importance and pleasure of any workman learning that his efforts have been appreciated. It is one secret of "keeping" help. You know what trouble the average employer has in keeping his help. I know of printing offices—and many other places where people are employed—that are eternally having their troubles in securing help. Not that men are scarce, but that men are hard to keep. It is not always true, but in a large measure the employer himself is to blame simply because through the fear of causing someone's head to "swell," he guards against letting the workmen know how well he appreciates what they do for him. When a man does a thing well I believe in giving him just praise. There are natures, I'll admit, who can't stand it, just as there are natures who can't stand prosperity; but the average human being can't live without it. I am not above the average in this respect, and therefore I have greatly appreciated this evidence of appreciation from one of you for whom I work:

ELMORE, MINN., June 15, 1909.

Mr. O. B. Copper.

I note your kindly criticism of *The Eye* in the June issue of the JOURNALIST, and wish to thank you for same. I was sole owner of the *Eye* for ten years, but sold to the Elmore Printing Co. last December. Am now foreman. I am not allowed to do as I please in the make-up of the paper, or some things might be different.


CORN CULTIVATORS
In the construction of the John Deere cultivator no pains have been spared to make it a substantial, well built machine, attractive in appearance, with ample strength and endurance. It is free from clumsy devices and can be handled with the greatest ease.
The wheels are high, easy running, with broad concave-face tires, and with dust proof, oil tight wheel boxes.
The seat has full adjustment for height and weight of the driver. The rigs are provided with swivel stirrups for the feet.
The lifting levers are within easy reach and have sufficient-ly long levers to obviate any necessity for lifting springs. Let us show you the machine and tell you about it.
Johnson Hardware Company,
Hector, Minnesota.

No. 8

MOLINE CULTIVATOR
BELOW COST
Six shovel Moline Dandy, balance frame and spring trip, always $30.00,
$26.00
Four shovel Moline Dandy cultivator balanue frame and spring trip, always $29.00, next week
$25.00
BELOW COST
PRICES GOOD NEXT WEEK ONLY
SCHWARZKOPF BROS.
HECTOR, MINNESOTA

No. 9

SPECIAL
Shoe Sale
25 TO 75C A PAIR OFF
Ladies' vici kid Blucher, worth $2.00 Special $1.39
Ladies' patent leather Blucher, worth $4.50, Special $2.45
Ladies' vici kid Blucher, worth $3.00 Special $2.55
Ladies' slipper, side gore worth $1.50 Special $1.25
Ladies' vici kid slipper, side gore, worth $2.50 Special $1.65
white canvas slipper, for children, Special 50c
Men's vici kid Blucher cut $3.00 Shoe, Special $2.45
Men's box calf Blucher $3.50 value Special $2.45
Men's crome calf shoe, for every day, value $3.50, Special $2.85
Men's gun metal calf $4.00 Blucher cut Special $3.50
Men's tan colonial shoe, worth $4.00 Special $3.50
Men's patent leather Oxford, worth $4 Special $3.50
Men's 2, 2½ and 3 Oxfords choice Special $1.75
Do You Wear
The Gotzian Shoe
?
Another Lot of Gotzians Just Received.
PETERSON, JERPE & NELSON

No. 10

Shall work along the lines suggested by you and in about two months you will hear from me again.

W. A. BRUSS.

* * *

ST. GEORGE, UTAH, June 14, 1909.

DEAR MR. COPPER:—Am inclosing a copy of my last issue. I very much appreciate your department in N. P.-J., and respectfully ask you to criticise this paper for my guidance.

Very truly yours,

JOHN R. WALLIS.

If I mistake not, this is the first publication that I have ever had from the state of the Prophets. I am glad to get it, as I believe it is going to prove a valuable addition to this department's large patronage. Exhibit 11 is a reproduction of the front page of this neat six-column quarto weekly, which, I note, is in its second year of existence. The publisher has chosen a very pretty face for his headings, but for my taste, the eighteen-point is considerably too large for the heads over lesser articles. I know a man of as good typographical taste as I am sure Brother Wallis possesses does not approve of the head over the item about the "turning loose of the slayers of Carter" any more than I do. It looks terribly accidental. I know it must have been set in a hurry at the last minute before pressing—and I even get a vision of the forms being pulled off the press in order to

insert this late scoop. The *News* prints an abundance of reading matter and does not get the advertising support such a bright paper deserves. A good rate is secured, however, which offsets the lack in quantity. It is hard to set anything out of the various members of the Americans' famous Cheltenham Family and have it turn out unsightly—and this is the chief reason why the advertisements in this publication look well—the Cheltenham faces redeem them from mediocrity.

* * *

Below I reprint a card from my former old-time contributor and friend, C. C. Johns, formerly publisher of the Wood River *Sunbeam*. This card is nearly self-explanatory—all that I need add is that it was gotten out by Mr. Johns as an introduction to his wonderful quartet of ads (of which I shall have more to say) and sent along to every member of the Nebraska State Press Association, of which Brother Johns is secretary-treasurer:

GRAND ISLAND, NEB., June 11, 1909.

DEAR FRIEND:—I send to day the Grand Island *Independent*, containing the largest advertisement of one firm ever put

Washington County News.

ON TRIAL FOR MURDER

Savage and Miller, The Alleged Slayers of Clever Carter, Being Tried at Pioche

SLAYERS OF CARTER ARE TURNED LOOSE

BUCKSKIN URANIUM

Very Large Deposit of Uranium Located—Several Tons to Salt Lake For Test

Santa Clara Honors The Old Folks

Enterprise People Are Working on Reservoir

Utah Was Not Ready

Rockville Will Welcome Bride and Groom

Brigham Young's Birth-Day Celebrated

Eat Onions And Live to Be 115 Years Old

Had A Good Sociable Time at Washington

No. 11

in a Nebraska paper, or any other paper so far as I know. Two colors are not often used either.

Pardon the seeming egotism, but all my life in newspaper work I have been preaching to merchants to use printers' ink—ADVERTISE. A month ago I came here as Advertising Manager for S. N. Wolbach & Sons. I am now practicing what I preached. We believe in advertising. We used this ad in a daily, six pages in another paper, besides small spaces in others. We also used 12,000 six-page bills on a mailing list. Does advertising pay? We know it does by the crowds that come. Please note the excellent work done typographically by the *Independent*.

A suggestion: Give us a write-up in your paper if you wish. 'Twill do your advertisers good. Any retail store can do the same thing and make it pay. If you mention this, send me a copy of your paper and I'll reciprocate by sending you some more live advertising matter some day. I think you can hold this ad up to your advertisers as an example for them to follow.

Thanking you for the paper, I remain,

Most fraternally, C. C. JOHNS,
Sec.-Treas. Nebraska Press Association.

I am pleased, indeed, to present my readers with a view of these remarkable advertisements to which Mr. Johns' card above refers. Exhibits 12, 13, 14 and 15, however, can show them in only part of their glory, for the originals of Nos. 12 and 13 were in two colors. One who has not seen the originals, therefore, can have but the slightest idea of how doubly attractive they were. Most admirably, in these ads, has Brother Johns demonstrated his ability as a maker of advertisements; indeed, methinks it would require a very eminent expert to suggest the least improvement. And in saying that I mean to include the composition, which is a compliment—but none too high—for the mechanical department of the Grand Island *Independent*. Carefully inspect each of these big full-page specimens, and you must end with the conviction that they have been most wonderfully and perfectly designed and written, and further, that the printer has caught the author's spirit in every detail. Fact is, brothers, if all work in typography were so nearly perfection as this,

S. N. WOLBACH & SONS
GRAND ISLAND'S CLEARING HOUSE FOR MANUFACTURERS JUNE 10 TO 30
Manufacturers' Outlet Sale
Your Money Back Without a Question
Competition Simply Out of the Question
Thousands of Dollars Put In People's Pockets
The Cheapest Offering of Merchandise Known
No Matter How Great Are Your Expectations
They Dictated the Terms to Us—Spot Cash
Take Particular Notice
How Customers Can Assist
S. N. WOLBACH & SONS

No. 12

there would be little use for critics like me, except as it is necessary to the life of good workmen to have praise—just as I intimated a few paragraphs back. And work like this can't get too much of it. I sincerely thank Brother Johns for having treated me to the pleasure of seeing this marvelous and daring advertisement. I hope he'll come again, for his work is doubly interesting, inasmuch as it shows the work of one of us on the other side of the fence.

* * *

GLIDDEN, IOWA, June 11, 1909.

Mr. O. Byron Copper, De Soto, Wis.

FRIEND COPPER:—I say, friend, because, after the roasting you gave me in the May issue of the NATIONAL PRINTER JOURNALIST, we should certainly be friends. It is the real friend who dares to point out the weak spots in another. The criticism was good. Have been sending you the *Graphic*

each week lately. We know there is much to criticise in each issue, and especially of late, as we have been installing and getting ready to install some new equipment. The worst trouble was, as you said, to know when to stop when one once starts to improve. We have our typesetting machine now on the floor, a new six-horse-power engine running, about 800 pounds of type in the house—only part of it laid as yet—among which is the Adstyle series from 36 to 96, inclusive in weight fonts. The New Departure type cabinets have not arrived yet, but expect them in today. With a rush of jobwork and being torn up painting we are pretty busy. Hope you will notice by this week's *Graphic* that all but one of the ads have disappeared from the first page. Hope to find some reason to remove this before long. Criticise the ads all you wish. It is helpful. Will try to do better by the make-up after we are settled. Am glad you like the Coon Rapids *Enterprise*. It is one of our exchanges and it invariably has a good first page. We prefer the N. P.-J. to any other journal we receive because of its fearless criticism of newspapers and advertising.

Fraternally yours, H. F. RUBEY.

Probably it's because I belong to no other calling that I hear less complaint among members of others than among my own, but haven't you noticed what a class the printers are

Manufacturers' Outlet Sale
Mightiest Money Saving Event of Our Store Calendar
Thousands of Dollars' Worth of Seasonable Factory Surplusages to Be Distributed at Shattered Prices
An event of almost limitless possibilities and bargain benefit. An all-eclipsing, cost-ignoring sacrifice of fresh, reliable merchandise—carnage of prices—carnival of values
This Unequalled Bargain Event Begins June 19, Ends June 26
We Share With You the Loss the Manufacturer Gladly Bears to Rid His Stocks of Goods Which MUST BE SOLD
Hundreds of Summer Gowns in Princess-Empire Models
Wonderfully Low Prices
(Second Floor)
Women's New Trimmed Hats at Much Less than Regular Prices
Such Low Prices
23c
Handkerchiefs
Greatly Reduced Prices on Mesaline Waists
$3.95
$4.95
Made-to-Order Skirts
Special Prices on Pocket Books
95c
59c
39c
Silk Petticoats
$3.95
$3.95
Other Petticoat Prices
$1.25
39c
95c
$1.50
Sale Starts Saturday Morning, June 19 at 8 o'clock
S N WOLBACH & SONS
ESTABLISHED IN GRAND ISLAND EIGHTY-FIVE YEARS

No. 13

SALE STARTS JUNE 19
S N WOLBACH & SONS
SALE ENDS JUNE 26
June Clothing Clearance Sale
At Grand Island's Greatest Store
The most Marvelous Clothing Offering ever made to the People of Central Nebraska
Men's Two-Piece Suits
1/2 OFF
All of Our Men's Suits
25 % Discount
Men's New Suits
$14.95
Men's $15 Suits
$8.85
Just Think of Such Prices
YOUNG MEN AND BOYS
PLEASE REMEMBER THIS
S N WOLBACH & SONS
Grand Island's Store of Dependable Clothes

No. 14

to "kick" about the printing business? It is true both of the employed and the employer. One reason for the complaint of the former is under pay (sometimes) which is still the reason mainly, after the employed has crossed the line and begun running a newspaper for himself. It is sometimes an eye-opening experience for the man—this crossing the line. He often finds how difficult it is to pay his help good wages—the wages he would like to pay, and the wages he used to think his "boss" ought to pay him—yea, even to pay any wages at all. This is largely due to congestion in the field of newspaper-making and more largely due to the fact of men entering the business without capital and frequently starting up business in places too small or penurious to properly support a paper. And now, you may ask, where is the analogy between all this and Brother Rubey's hearty letter above? There is no analogy—but a mighty contrast. The *Graphic* office, I dare say is free from "sore-heads." It is evidently in a field that is neither too small nor too penurious to give a grand, big newspaper the right sort of support, and the *Graphic's* publishers doubtless have the capital requisite for providing its field with a worthy newspaper. It is also quite evident that Messrs. Orchard & Rubey do not hesitate at anything the acquisition of which may go to make their paper more fitting for the fine patronage with which it is being accorded. There are probably many pleasures to be experienced within the walls of the lesser print-shop, that must be eliminated when the proprietor pushes on into greater fields of activity; but the zenith of a country newspaper man's happiness ought to be realized in the ability to put out such a magnificent modern sheet as the Glidden *Graphic*, and especially in being able to see it rapidly and constantly improving. And amid all this gratifying evidence, Brother Rubey, I am especially gratified with the gradual disappearance of those displayed ads that used to mar your first page. The one little "blot" that remains is scarcely noticeable and will melt away, I trust, in your future successes. I am immensely interested in the present transformation of your office, and shall watch expectantly for the change that must appear whenever all the new equipment is installed and put in operation. Exhibit 16 is a first-rate advertisement from this publication. Original was printed in green and black—the frog at the mottom, I presume, having determined the unusual color combination. In the line about the pineapples the compositor evidently failed to reckon upon the shoulder of the type employed, with the undesirable results that a greater space of white exists below than above the line.

* * *

WYNNEWOOD, OKLAHOMA, July 3, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Have been endeavoring to follow out the suggestions of Copper, alias Hoyle, in regard to make-up and under another cover send you the front pages of my country exchanges for comparison. Am sending you three or four of the late issues of the Wynnewood *New Era* so that you may

know I've not gotten up a special make-up just for show.

Any suggestions you may make and any more criticisms you have to offer will be greatly appreciated. It's hard to have a paper appear just as one would like and at the same time have all ads, especially medicals, top of column, next to pure reading matter. Very truly yours,

THE WYNNEWOOD NEW ERA.

During the course of an editorial the other day, I discovered that there is a remarkable likeness between a faithful family physician and a faithful country editor: Both sometimes find it necessary to administer bitter doses. And I find that my work on this journal is not unlike the work of an ordinary editor. Sometimes, just like I imagine it must be with the doctor, I would rather be delivered from giving my readers the bitter pill that I nevertheless feel it my duty to administer. I'm up against exactly that kind of a proposition right now. I like Editor Stoddard; I admire his disposition in the matter of these criticisms; I admire his paper, in so far as it is progressive; I think he's a jolly good fellow, and I'd rather do most anything than hurt his feel-

A June Clearance Sale
WOLBACH & SONS
Grand Island's Store of Dependable Clothing
Seven Big Days
Buy Fourth of July Clothes and Furnishings at a Marvelous Saving On Every Purchase
This is going to be the most marvelous mid-season reduction on clothing and furnishings ever known in Nebraska, and it is certainly to your advantage to attend this great sale. Think of making Fourth of July purchases at enormous savings as these prices afford
Men's Fine Furnishings
Splendid Bargains in Men's Underwear
15c
Men's Shirts
33c
Men's Work Shirts
35c
Fancy and Wash Vests
50c
Men's Bow Shield Ties
1c
Men's Caps
35c
Men's Shield Ties
4c
Men's New Hats
98c
$1.75 Suit Cases
85c
Boys' Suits Free
Here's the Most Remarkable Offer Ever Made in any Clearance Sale
Suits $1.48 to $5.50
Here's a Good Chance to Save on Shoes
We're including a most stylish and fashionable, as well as a splendid line of serviceable shoes in this big Clearance Sale. We enumerate but a few of the many bargains
$1.19
$1.98
98c
$2.39
$2.39
Grand Island's Store of Bargains, June 19 to 26
WOLBACH & SONS
June 19 to 26 is Bargain Week in Grand Island

No. 15

ings; but I can't have a great deal to do with sentiment if I'm to make the most of this position. I can't recall what advice I offered him the last time his sheet was inspected herein, but, at any rate, he does not seem to have understood me, no matter how much he may have appreciated my words. I have taken the trouble to examine his paper very closely again, and also the twenty-four front pages which he sends for comparative purposes, and I am compelled to testify that out of the twenty-four exchanges there are but five that can be compared with the Wynnewood *New Era;* still there is a vast opportunity in evidence in the *New Era* for improvement. This is chiefly in respect to mechanical make-up and typography—in fact, wholly confined to those departments, for the *New Era* is a very bright, wide-awake disseminator of the local news. There is still one displayed ad on the *New Era's* front page that should be eradicated; and the other pages should be gone over carefully and arranged according to Hoyle, as follows: First, place all advertising matter to the right side of the page—now mark what I say—to the right-hand side of the page—not on the left, nor the wrong side, nor in the center. Arrange them by placing the larger specimens at the bottom of the page, graduating regularly until the page is topped out with the smallest space. In this way a neat, symmetrical effect is attainable, with the largest number possible next to pure reading matter. In writing the head-lines for the stair-step style, longer lines should be chosen than those commonly employed at present. Lines with but a two-em indention are preferable to one that is shorter. In so many instances too great space is used between words in the head-lines. The compositor should have both brains enough and full license to subtract or add words as required to make the proper length of line. I am pleased with the high degree of enterprise in evidence in this paper, and am not blind to the great improvement that has been effected in its pages since I first began to get acquainted with it. I sincerely wish it a continuance of both. Concerning Brother Stoddard's closing remark to the effect that "it's hard to have one's paper appear just as one would like, and at the same time have all ads, especially medicals, top-of-column, etc.," I beg to add that it's hard to have a paper

Bargain Bulletin No. 8
Watch for our Bulletins—Every Bulletin has a you of Bargains
SPECIAL GROCERY BARGAIN
3 cans of No. 2. Cherries
1 gallon can of Silver Prunes
59c
Both the Cherries and the Prunes are put up in Syrup and are dandy fine
DON'T FORGET TO TRY CRIFFEE'S PINEAPPLES
PETERS SHOES ARE BARGAINS
at a half more than they usually sell for and the prices we sell them for are lower than the usual shoe prices. We do not know of a better shoe for the purpose they are intended for than the Peters shoes. They make lovely dress shoes. They are nobby, stylish, easy on your feet, made of good leather, on latest style lasts, made by expert workmen and in the most approved manner. In fact, from the bottom of the sole to the binding at the extreme top of the shoe it will be found good and will stand any reasonable test.
PETERS SHOE CO.
This is the Poor Man's Shoe Store
as well as the rich man's store for with our second line of shoes—The Bentley & Olmsted line—we can sell you shoes at poor man's prices But are good shoes for the price and well worth all that is asked for them While it would be hard for a rich man to get a shoe with much more true worth in it than a pair of Peters shoes have, and certainly he could not get a better shoe for the price we ask.
CHAS. M. GRIFFEE
The man who makes the prices for Ralston
Bring your Produce to Griffee and you won't get Frogged

No. 16

as I would like it and have any medicine ads in it at all It is some two or three years ago since I turned down the last patent medicine advertising contract offered for my signature.

* * * *

In Exhibit 17 I am pleased to show the first page of the special issue of the Hartford City, Indiana, *Evening News*, gotten out in honor of the dedication of the new Masonic temple and Firemen's annual convention there. This front page was in three colors: The fire engines in red, the Masonic emblems in blue and the type page in black. It serves as an additional proof, that sticks out all over this modern little daily, that it is a live, progressive, wide-awake paper. In every department this publication is a credit to the age. Editorial and reportorial work are excellent; all composition and presswork of the highest order. Exhibit 18 is one of the creditable ads from this issue.

* * *

Lately I have been receiving copies of the Hannibal, Missouri, *Courier-Post*, which have been enough to convince me that it is a very praiseworthy little daily. It gives a good

news-service, including associated press dispatches. In all respects I deem it a good representative of modern journalism. Its typography, including ad composition, is uptodate and pleasing.

* * *

My desk has been littered this month (June-July) with copies of the *Saturday Blade* (Chicago) containing big scareheads about Mr. Boyce having secured the famous outdoor photographer, George R. Lawrence, to accompany the *Blade's* African expedition, for the purpose of making flashlight photographs of the "denizens of the jungle" from a balloon. I felt some timerity in making this statment, for in the circles where I have made it a practice to circulate, people who confessed to having gotten their information from the *Saturday Blade*, have also usually gotten the laugh. Still

First Section Pages 1 to 8
The Evening News.
The News Twenty Pages
MASONS REALIZE DREAM OF YEARS
MISS BLANCH GOOD TO BECOME A JUNE BRIDE
WELCOME FIREMEN
MURDERER SCOTT IS UP AGAINST BAD SENTIMENT
GATES OF CITY ARE OPEN WIDE
WELCOME, VISITING BROTHER
NEW HOME OF BLACKFORD LODGE NO. 106
ADJOURNMENT IS TAKEN UNTIL FRIDAY MORNING
CHEER UP, WEATHER MAY BE ALL RIGHT

No. 17

the *Blade* may be more reliable than it is reputed. One thing none of us can deny is that Publisher Boyce has made a big success with his paper and has a following of some 750,000 devotees. His new sensation about the balloonograph expedition into the wilds of Africa is just like him—full of originality and daring, and therefore is bound to "catch on" with a big class of the masses.

* * *

Another publication that has been making itself seen on my desk these days is the Starbuck, Minnesota, *Times*. When I looked into the sub-head of the first issue I found that I. M. Kalnes was the publisher, with Prof. Bj. Bjornaraa and Carl L. Nelson as editors; but in two issues later I got an awful jolt when I discovered that the name of Fred F. Flatt had been substituted for that of the professor. But later still I see that the professor has been re-instated, which makes three editors for one not overly-large weekly paper. Fred F. Flatt—that name is very familiar; twice before I have seen it at the top of different editorial columns; the last time, if I mistake not, it was in the Letts, Iowa, *Record*. Now, an explanation is certainly due me; especially if I've gotten things mixed; and I've a notion not to write another word on the subject until such explanation is forthcoming. But that would be too mean, maybe. Outside of the fact that the *Times* prints big displayed ads on its front page and makes its other pages up after a hit-and-miss style, it is a pretty creditable six-column quarto. One unusual feature is the publication of part of its contents in the native tongue of

Weilers
HARTFORD CITY, IND.
Cordially
Welcome You All
Visiting Brother, Masons and Families, Fire Laddies and Visitors
In Celebration of today's Great Event We Continue Our Fourteenth Annual Challenge Sale to Saturday Night, June 26th
AND WIND IT UP IN A BLAZE OF GLORY
With the Greatest Value Giving Hartford City HAS EVER SEEN
VISITORS to the Masonic dedication and to the 4th Annual Reunion of Firemen, are cordially welcomed to visit our store and make it their headquarters and take advantage of its convenience while in the city. Be sure and attend the Challenge Sale while at leisure
SEE OUR SPECIAL FURNITURE AD Page 16, Section 2.

No. 18

Norway. This, I take it, is the professor's work, to whom I have alluded before. (I have refrained from mentioning his name, because I can't pronounce it; and I'm afraid the reader might encounter the same difficulty. So far as possible I always endeavor not to use any words that my readers cannot pronounce—which is practicing what I preach to you fellows—or rather what I preach by practice.)

* * *

The illustration herewith presented is from a photograph of an interior corner of the office of the Coon Valley, Wis.,

COON VALLEY, WIS., NEWS OFFICE.

News. The gentleman in the foreground is Editor Harvey Owen. Mr. Owen has an ideal little shop with excellent quarters in the basement of the bank building.

The Manitowac, Wis., *Daily Tribune*, a socialist organ founded three years ago by former Mayor Stolze, has suspended publication on account of financial difficulties, and lack of support from labor unions.

Thus I am compelled to stop with several publications yet on hand, review of which will have to be deferred until my next installment. In the mean time, cheer up and forward more stuff for criticism.

Addresses before the Twenty-Fourth Annual Convention of the National Editorial Association, Seattle, Washington, July 19-25, 1909

ADDRESS BY WILL H. MAYES, PRESIDENT

BEFORE THE NATIONAL EDITORIAL ASSOCIATION, SEATTLE, WASHINGTON, JULY 19TH, 1909.

THE official position I hold may give me the authority to deliver a lengthy statement of my views on various topics, from the Colonization of the Arid Plains of Arizona to The Effect of Alaskan Icebergs Upon the Complexion of Alabama Coons, but it doesn't give me the right to consume your valuable time and delay the proceedings of this Association by needless discussion of uninteresting topics, however much it might please me to hear myself talk. In accepting the trust you gave me a year ago I stated that I accepted it as the servant of this Association and that no labor would be too arduous for me if thereby the interests of the membership could in any way be advanced. I have faithfully endeavored to redeem that pledge, and whatever of failure you may have observed is chargeable either to lack of opportunity or ability.

Despite the financial crisis through which the country has recently passed, the press has stood as a mighty oak in the face of the storm, successfully withstanding the several tempests and giving by its strength encouragement to the weak and despairing. It has pointed out the strength and the weakness of our financial system and its consequent institutions; has by its exhibition of faith in our common country stimulated a greater faith and a greater love on the part of the people; has created a confidence in our institutions that the most fabulous wealth of the land could never have restored without its aid.

From every section come reports of the increasing strength, influence and dignity of the press. Journalism is no longer regarded anywhere in this country as an unreliable, haphazard undertaking, but as a business or profession commanding the highest order of talent and bringing the fullest rewards in honors and financial returns. The time has passed when a newspaper man uses an apologetic manner or tone, when stating his business, but whether he labors in the hamlet or the largest city, he holds his head erect and feels as kingly as governor, or banker, or college president, however rich they may be in fame, in finances or in brains. Journalism has not been satisfied merely to keep pace with the progress of the country, but it has boldly taken the lead and keeps it No measure can now be advanced that will meet the approval of the people until it has first received the endorsement of the press, or at least of an influential portion of the press, and that measure is foredoomed that receives the united condemnation of the newspapers.

The greatest obstacle that has stood in the way of the influence of journalism has been its unswerving allegiance to party and to political leaders whether they were right or wrong. The idea once prevailed that the only excuse for the existence of a newspaper was to serve some political party or politician, and that however corrupt either might become, it was the duty of the paper to stand loyally in defense of those with whom it was aligned. With the party lash constantly cracking over their heads most papers hesitated to do anything to incur the ill will of the leaders who used newspaper party loyalty merely as an asset to their greed or their ambition. Thankfully that day has about passed. Most newspapers, while still loyal to their parties, are only loyal so far as those parties and those leaders are right. They do not hesitate to criticise when criticism is necessary, or to condemn when condemnation is just.

The result is that the influence of the press has increased with its increasing independence, and that the people are coming more and more to regard the press as a safeguard against political and civic wrongdoing.

The printing trade has become one of the great industries of the country, a powerful and important commercial institution that invites capital purely as a business enterprise. There are very few places in this country where the newspaper business is unprofitable, where it does not yield a fair remuneration for the capital and the effort put into it, and in the isolated cases where it does not pay the cause is usually to be found in bad judgment and poor business methods.

A marked improvement is being made in the homes in which newspapers are being printed. The city papers naturally took the lead in building for their plants as good houses, as well located, as other enterprises of their cities, but the country press is keeping up the pace in improvement set by the larger papers. Most progressive papers have learned the value of a choice location on a good street and in a building that compares favorably with the best in their towns. This has invariably added a certain business dignity to journalism that could not be obtained by ever so able a paper conducted in a hovel.

The matters of prohibiting the exchange of advertising for railroad transportation, the tariff on wood pulp and white print paper, the postal regulations, and other things pertaining directly to our business, are all of record, and fresh

WILL H. MAYES, PRESIDENT.
Bulletin, Brownwood, Texas.

enough to be remembered by each of you without the necessity of being specifically recalled in this address. They are mentioned for the purpose of suggesting that the remedy for the correction of any evils in national or state legislation affecting our business lies more directly with the affiliating associations than with this national organization, for the reason that the delegations forming this association change so often and our sessions are of such short duration that it is practically impossible to work out any business or legislative

reforms, while the affiliating associations maintain largely the same membership from year to year, and can formulate and work to plans without having to make them anew each year, and especially through committeemen who can keep in close touch with each other can much good be accomplished. I would urge direct, systematic and thorough work on the part of the membership of each association and that persistent effort be especially made by each paper with its representatives in Congress and in the state legislatures for such remedial legislation and regulations as may remove unnecessary burdens and exactions from our business.

I would suggest that under present conditions the Association should endeavor to increase rather than restrict its membership and annual attendance, and that the constitution be so changed as to admit to affiliation all state and district associations that have been organized one year and that have exceeding fifty members.

The addresses and papers to be presented during this meeting will cover most of the things that have contributed and will further contribute to our general and individual success, and I bespeak for each of them your careful and studious consideration.

In arranging the program I have not called to our aid any celebrities or public entertainers, but have invited plain, practical newspaper people to deliver us plain, practical talks on subjects of peculiar interest to the craft, with a view to benefitting every one here who is engaged in newspaper work, and it is expected that, within the limitations of our time, you shall discuss the points brought out in all papers and addresses.

An earnest effort was made to place on the program editors and publishers from every section of the country, and as far as possible from every state, and that this has not been done has been due to the fact that executive committeemen, to whom I have appealed for assistance, either could not or would not suggest members of their associations who might be invited to take places on the program.

I wish to thank all those who have contributed in any way to the success of the year's work soon to be brought to a close, and who have aided in making this meeting one of the best in the history of the association. Your officers have worked faithfully, and I feel that I would be remiss in the performance of a pleasant duty should I not especially commend the faithful, conscientious, and laborious work of your excellent corresponding secretary, W. F. Parrot, with whom it has been a pleasure to co-operate, and who has never hesitated to undertake anything that he thought might possibly be to your interest.

I ask your further help in making the sessions we may hold here all that they should be, I ask that you be prompt in attendance at all the meetings, that you interest yourself in the proceedings to the same extent that you will in the excellent entertainment to be furnished, and I especially beg that you bear patiently with me as your presiding officer.

Seattle will make good her every promise; there is a feast of good things set before us; we are to have a strenuous week of instruction and entertainment, a week to which I am certain that your memories will ever revert as one of the most helpful and most delightful experiences of a lifetime.

"The Relation of a Country Newspaper to the Metropolitan Daily"

BY LEON WESTMORELAND, DEMOCRAT, GREENWOOD, ARKANSAS

LADIES AND GENTLEMEN of the National Editorial Association:

I am from Arkansas and not ashamed of it. More than that, I am extremely proud of it Many people smile when I meet them and make known my place of abode. There was a time when it made me mad as a hornet when a stranger laughed at me because I was from Arkansas, but I don't do it any more.

I learned a lesson from an old preacher down in my state several years ago.

At one of his meetings some of the young people in the back of the house kept sniggering and talking until the disturbance reached such a point of hilarity that a committee waited on the preacher and told him the misbehavior must be stopped or it would break up the meeting, and that they could not understand why he did not reprimand them, He told the committee he would answer them at the next service and that night when he arose he told of the action of the committee and explained that at one time in his life a boy kept laughing in the audience and he reprimanded him severely and when the service was over a friend told him he had made a great mistake, that that boy was a confirmed idiot. "Since that time," said the preacher, "I have always been afraid to reprimand any one for misbehavior in church."

When I meet a man who laughs because I am from Arkansas, I know it is ignorance in him, when I meet a man who knows of Arkansas I don't have to ask him any questions, he at once takes off his hat.

Arkansas produces everything that is good, the finest of fruits of all varieties. We even raise lemons down there. These great big ones, almost as large as a cocoanut. We raise them to give to people who make fun of Arkansas.

We find marble, granite, zinc, lead, bauxite and the best coal in the country except a mine in Pennsylvania and one in West Virginia, my county alone could lease out its coal fields and take the royalty and buy an ordinary state.

Many of you have your corn huskings, goober grabblings, log rollings, etc., the other day down in Pike County the people had a diamond picking. That is the way people are entertained in Arkansas.

But I did not come here to talk of the greatest state in the Union, the central gem, and hub around which all of you turn, but to address one of the greatest organizations ever organized under the succoring hand of Columbia, the National Editorial Association.

We may be smaller in number, and some of us in size, but we speak to millions, and this mighty army of thoughtful observers look to us for the proper dissemination of the news, and the honest discussion of potent issues.

I am to talk of the "Relation of a Country Newspaper to the Metropolitan Daily," and being the editor of a country newspaper, before I get through I want everyone of you to believe that the country newspaper is father to them all.

I do not care to make any strenuous fight on the metropolitan dailies, but I do want to show to the world the importance of the country newspaper and its unlimited power over the destiny of a nation.

A few days ago I wrote to Hon. Wm. J. Bryan, the greatest orator in the world, for his opinion of the country newspaper as compared with the average metropolitan daily and replying he said:

"I am glad to commend the work of the country newspaper. At this time when the great dailies are becoming more and more business enterprises rather than exponents of opinion, and especially when a number of them have become the property of various predatory interests, the country newspaper increases in importance. It can be owned by the editor who edits it, and, therefore, has behind it a conscience and a character that can be identified. In the second place it is close to the people and can give voice to the sentiments of its readers. We have to rely more and more upon the country papers for the educational work that is necessary to a correct understanding of public question.

The country newspaper can obtain its news from the metropolitan daily, but it must do its own digesting and interpreting. There is a lot of difference between a man that writes what he is *told* to write and the man who writes what he *believes*, and writes because he believes he has a message to deliver to his readers."

Very truly,
W. J. Bryan.

In answer to a letter to Col. Henry Watterson, probably the best known editor in the world, asking him for an incident in his life connected with a country newspaper by which he was inspired, he said:

"When I was sixteen years old my father bought me a newspaper outfit and I began the publication of a weekly called *The New Era*, at McMinnville, Tenn. Excepting the period of my military service during the war, I have been in newspaper harness from that day to this. *The New Era* is still in prosperous existence.

Sincerely,
Henry Watterson.

I also wrote to two representatives of the other side of the political house, but they were too busy laying "Aldrich" eggs and making "Cannonade" to answer my letter.

A few months ago a copy of my paper, the Greenwood *Democrat,* fell into the hands of the editor of the New York *Sun* and that gentleman after a pernicious perusal of its constituent parts from the motto to the most insignificant want ad, proceeded to try to puncture it with ridicule and inuendo, ironically referring to it as a medium where "brief bright glimpses of that Arkansas world met his rejoicing eyes."

The editor of the *Sun,* who is supposed to reflect the sentiment of Wall Street, and whose advertising columns are mostly patronized by brokers, or gamblers in stocks and produce, made fun of the personal mentions in my paper and left the impression that they were ridiculous.

After a month's writing and registering I received a copy of the *Sun* and what "brief bright glimpses" do you suppose reached my rejoicing eyes from that Wall Street world?

The first article on the first page to attract my attention was six inches of nonpareil concerning a cat that had obstinately perched himself on the limb of a tree in Greenwich village.

An inch was given to a rat club and two inches to a man who was in the city last fall before the election with his walking glasses on.

The advertisements with few exceptions were set in type that was old eight years ago, and their typographical appearance would have been a discredit to any country paper in the most remote districts of the country.

My answer to that editorial was published in many papers throughout the country and many have done me the honor to say that it has been of service to both the country papers and dailies.

Not long ago a few seed ticks in the jungles of Africa in search of material sustenance, silently with Indian like tread passed up the shoe and over the socklets, on up the lower extremities of the man of the "big stick" fame, and there without fear or trembling, completely surprised the enemy and proceeded to stick their probosises into his epidermis, turned on the stock cock of the inspirator and began to fill up according to the customary mechanical operations of all industrious parasites.

At once a message chronicling this great event was flashed under the seas and these big dailies that make fun of the country papers for mentioning minor items of personal interest, came out in big headlines with the startling information that "Ticks Bite Roosevelt."

Local mentions in country papers are of much more importance than such as this, in fact it is here that they do much of their greatest work.

They plant ambitions and inspirations in the minds of men and women that the metropolitan dailies can never touch.

They start the fires of inspiration where the dailies, if left alone, would fall like a mist or shadow.

Like a mighty alarm clock they awake the slumbering souls reveling in air castles and day dreams into real efforts of indefatigable persistency to push onward to power and progress.

The greatest inspiration in the world comes from the realization of the fact that others are watching your progress.

I can take a ragged and dirty man who has common intelligence and by personal mention have him coming to town in a short time with white shirt and collar and awakened energy.

One of the proudest days of my life was when, after I had been to the county seat and returned, picked up the county paper and read, "Leon Westmoreland, one of Magazine's hustling young men, was in town Saturday."

I read that over a dozen times and it looked better every time.

I wanted to be an editor at once and it is more than probable that but for that three line local I would not be here talking to you.

The country papers must make men great before the metropolitan paper discovers them.

The country papers make men, the metropolitan dailies make the fact known to the world.

The country newspaper is the architect and builder, the metropolitan daily the decorator.

The country paper is the great engines that turn the winding screws that move the great ships across the broad expanse of the oceans, the metropolitan daily the sentinels that stand on shore and announce their coming and either welcome or deplore their landing owing to the contemplated influence.

Like the hand that rocks the cradle, the country newspaper lays the foundations for the ambitions that ultimately move the world.

The influence eminating from the discussions at those great gatherings of the Forum in Rome afterwards drove Pompey to his death, set Cleopatra upon the Egyptian throne, crushed the despotic rule of the Patricians and put the Plebians in possession of the Roman Empire.

The kind and resolute words of the teachers of Phillip's son inculcated an inspiration that afterwards untied the famous knot, swept over three continents with an electrified arm until the known world bowed at his feet, while he sighed that there were not other worlds to conquer.

It is such little items as today appear in the country papers that start the flames of ambition that are later fanned by the big daily.

It is too often the case that to gain favor with the news department of a metropolitan daily, one must commit some terrible crime, the more diabolical the more favor, and only the known great are admitted to its sacred columns.

From an editorial standpoint it is as Mr. Bryan says, "a great deal of difference in a man writing what he is told to write and what he believes," and it is generally true that the editorials of the country newspapers, whether daily or weekly, are heart throbs of sincere thought, while in the metropolitan daily it is too often commercial machinations for the interests of some particular person or thing.

Leon Westmoreland,
Democrat, Greenwood, Ark.

There are too many editors writing what they are told to write.

They are in slavery doing their master's will.

Uncle Tom's Cabin is no bugbear to them.

Ladies and gentlemen, is it right, is it elevating to the profession for editors to sell their honest opinions at auction?

Has any editor in mental slavery ever gained more than the contents of his Saturday night envelope?

What has become of the once famous editor of Atlanta whose name was once a household word in every nook and corner of this great republic? Where, oh where is he? Swallowed up in a $15,000 annuity, and I tell you the truth I had forgotten his name and not having an almanac concerning the result of the last election, cannot recall it. Why is this? Not because he has not the brain or the opinions, or that

he is not with a pushing man, but he is writing what he is told to write.

It is lamentable, but true, today, that you can count the editors of our country on the fingers of one hand that have gained national prominence, and then have some to spare, and everyone of them so recorded have been sending forth honest opinions from the deepest recesses of their own hearts.

Rehashing the words of one of America's great patriots, I would exclaim, is a livelihood so dear or money so sweet that our honest convictions are to be sold at a price of silver or gold, forbid it Almighty God, I don't know what others do, but for me, give me liberty of thought or give me the poorhouse.

It is my great ambition to some day become an editor of a great daily, but when my ambition is realized only honest convictions shall go into its editoral columns, and a special easy chair shall be provided in the most comfortable part of the sanctum for the country editors when they come to see me, and they shall get preferred positions, reading matter along both sides and top of column.

The power of the press is a potent factor in any government where the freedom of the press is tolerated and it should be the greatest ambition of this Association to encourage the freedom of the press, which is often throttled here in this country as well as in Russia, not from the edict of the throne, but from financial transactions inaugurated behind closed doors and in committee rooms by interests inimical to the public welfare.

Too often the country press is controlled by the subsidized press. They too often let them set the pace.

Like a man going through the woods of Missouri one day who saw a gang of hogs rushing to and fro. He watched them for a time, and passing on saw a farmer leaning on the fence, approached him and asked what was the matter with the swine. The old gentleman replied in a cracked voice that he had formerly called his hogs as other people do, but during a tussle with the grip the fall before lost his voice, but trained his hogs to come all right by knocking on the fence. "That worked all right," said the farmer, "all winter, but this spring when the pecker woods got busy they are running my fool hogs to death."

That is the way with many of the country papers when we hear a woodpecker knock over here we rush this way and when he knocks over there we are there, when the redheaded bird is not knocking for us or principle, but for the bug under the chip.

I am certainly glad to have met you all here and wish I could have met more. There would have been more perhaps had there never been a Hepburn. In fact, I suppose the most of us would like to help burn Hepburn.

Alas, poor Hepburn, we all knew him and remember him.

I have remembered him $62.95 worth on this trip.

In justice to the editors of Indiana we should also not forget that they have remembered him.

I believe he resigned his seat in Congress last spring, did he not? Took exceptions at the action of some of his constituents and quit. Most of them voted for some other fellow and he gave up his job.

Poor fellow, we ought to pass a resolution of condolence.

Probably some of you Hoosiers could tell us something of his downfall.

After all, I suppose most of us can live on without a sheriff sale.

Speaking of that reminds me of that great poem written by Shakespeare, Byron, Burns or some other great poet, who said:

"There was a man in our town,
And he was wondrous wise,
He swore by all the gods that be,
He ne'er would advertise.

At last one day he advertised
And thereby hangs a tale
The ad was set in nonpareil,
And headed 'Sheriff's Sale.'"

From my reasoning of the present situation of newspapers, I do not want you to think me a pessimist.

Far, far, very far from it.

I believe the world is growing better every year and if the same proportion of progress is made within the next 2,000 years as has been made in the past twenty centuries, we will have an enviable heaven on earth.

The newspaper profession is getting better all the time, and never in the history of our government has the illegitimate Metropolitan daily and editorials written for pelf had less effect, and the honest conscientious expressions of heart throbs been more influential.

The subsidised press is well located, always easily found. Just twist the caudle appendage of the subsidized press and it will bleat every time.

Politics are being eliminated and the sheep separated from the goats. There will be more old Billies roaming over the mountains of former glory in a few years than was ever driven from a political trough.

The great power of conservatism is getting in the saddle and I hope the day not distant when the two contending forces of political extremities, Plutocracy on the one side and Socialistic inclinations on the other; in which editors are bought on the one hand and the people are worked on the other, will bow to the will of the great body of the American citizens that believe in justice to all, freedom of the press and absolute sincerity of honest expressions.

Profitable Recreation

BY WILL G. STEEL, STEEL POINTS, PORTLAND OREGON

WHY I should have been selected to address this body of thinkers and doers, on the subject of "Profitable Recreation," and so many passed by, who might have done infinitely better, is one of the secrets of Providence that no fellow can find out. However, such is the case, and you will have to take the consequences.

My life has been one constant round of hungering and thirsting for the things that are in the mountains, and sometimes hungering and thirsting on general principles, for, the dreamer has never been known to accumulate cash at the expense of sentiment, but, manhood is made up of sentiment without any cash in it, and my dividends have been paid in the former. However, I have no regrets to offer on that score.

Several years since I was in the mountains of Southern Oregon with one of the wealthiest men of the world, who complimented me with the statement that I was the only man he ever envied, for the reason that I loved the mountains and had spent my life among them. He would gladly give a million dollars for a season of the perfect freedom I enjoyed, but, to this I responded: "If you could place all the money you own and can control in a little parcel, and I could place all the experiences of my life in the mountains in another, and you would say to me, "Steel, let us trade," I would reply, "You keep your little parcel and I will keep mine." Such is the contentment of the man whose life has not been too busy to shut out the sunshine of recreation. Woe to the man whose life is too busy to think of other things than gold.

Unfortunately the general run of otherwise intelligent beings feel that it is impossible for them to enjoy the pleasures of an annual outing. Better things might be expected from editors, however, whose thinking apparatus is supposed to be in active eruption at all times. Still, even editors sometimes make mistakes, and this is one of them. They remind me of the fellow who preferred muck-raking to the crown constantly suspended over his head. All they need is to look up.

Let me tell you a story of two boys who were born on a farm, and at an early age drifted to town, where they each got a job on a newspaper.

Tom was studious and anxious to excel, so he worked faithfully and conscientiously, never neglecting business for pleasure, the result being that he advanced rapidly, and when still a young man, got an interest in the paper. Gradually he secured control, until at last he was sole proprietor, and was considered a great catch for the young ladies, one of whom he married. His family increased, but, bye and bye the

business of the paper seemed to have reached its limit. Thrifty habits grew upon him, until he denied himself rest or recreation. The enthusiasm of early life gradually gave way to a steady grind and his health began to fail. Do what he would, his work became harder and harder. His faithful wife took a hand and helped as only a woman can, but she saw her husband's tottering steps, and knew the end was not far off. At last she had all the work to see to and a prostrate husband to care for, who soon gave up life's struggle for the peace of eternity.

Charlie was of a different temperament. He worked just as hard as Tom, but, every Saturday took a half holiday and went fishing. Monday morning the decks were cleared and he was ready for any sort of an engagement. Bye and bye the proprietor went away for a few days and somehow a story of Charlie's fishing exploits got into the paper. It created comment, and when the boss returned he heard of it. His readers liked it and asked for more. It was forthcoming and Charlie became known as an expert with rod and fly. His articles were copied in other papers and commented upon. He went again and stayed a little longer. He went to camp-meeting and sent in an elegant article. He joined a party and went to the mountains, just for fun, and his report of it was a gem. He got an interest in the paper and wrote more articles about his recreations. In fact, life to him was fast becoming one continuous recreation and the circulation steadily increased. He heard that Tom was in poor health and went to see him. "Tom," he said, "all you need is to get out and rough it for a few weeks." But Tom could not see his way clear to do so. He was compelled to stay in the office and run the business.

A little later Charlie was invited to act as pall-bearer at Tom's funeral. The boss was getting old and Charlie bought him out. He had a large family and taught them to love all out doors, so they were well and hearty, and enjoyed every minute of life. If health is wealth, then Charlie's lot was one of health, wealth and happiness, and what more can a man possess?

It is a mistake to suppose that recreation means idleness. Far from it. It simply means to re-create. If you have been working like a slave in the office, try seeking a little new business in the next county. Take a Day off and see what it looks like. It is just possible that it may have a few redeeming qualities. In fact, there is a possibility that it may even compare favorably with your own. Prepare yourself for such a revelation, and if it is so good as all that, say so in your paper and say it hard. It will wake up your neighbors, anyhow. Cultivate the acquaintance of the other county, continue to say nice things about it, and you will be surprised to learn that there are some pretty good fellows over there after all, and they will reciprocate by patronizing you. Persist in this policy by trying the experiment on a second county, and you may even find that there are two that seem to exist in the same class with your own, but don't forget the other county in the meantime. Thus extend your influence step by step, and some day you will wake up to find that you are not running a county paper at all, but, a broad gauge newspaper of recognized standing and influence, and men will come to you to consult as to the affairs of state, or on matters pertaining to the public welfare.

It has been my good fortune to spend thirty-four consecutive summers in the mountains of the Pacific Northwest, and a portion of that time I did not have enough money to walk, but, I had the disposition to go, so, when other ways failed I got up a syndicate of newspapers and earned more than my expenses by going and reporting for the papers. If this can be done successfully, the proprietor of a newspaper can certainly spare the time to go and report matters for his own columns. If one has not been in the habit of doing so, I would not advise taking an expensive journey and expect to make it pay dividends by increased circulation, but why not take a few days off and visit some near-by point of interest until your readers are educated up to the point of expecting such articles, and as such a circulation is built up you can safely and profitably increase the extent of your journeys and the consequent increase of expense.

It is not a serious problem to gather sufficient news for the ordinary country paper, and when you have obtained practically all of such local information, you have builded to your limit, as such things go, but, is there any reason why you should not look about and find something interesting to residents of some other county? If successful, and you keep it up, it is a foregone conclusion that they will subscribe and patronize you in other ways. True, your expenses have increased, but, your increased circulation will justify it. There is no permanent prosperity without a vastly increased expense account.

If your mind does not turn to fishing and hunting, or to scientific pursuits of knowledge, turn your talents to profitable recreation in the way of writing up the marvelous resources of not only your own county, but, some other section of the state. If your efforts are limited to one section you must expect to grow narrow, and for such pains you will receive no thanks from the section so faithfully served. Broaden yourself and your readers by describing the wonderful crop of alfalfa raised in some other county, where it is said they raise the best beets on earth. Get out of the ordinary. Get something new. Keep getting something new. Drop your hammer and join the boomers.

This is a beautiful world, but millions of people go through it without finding it out. If you are looking for trouble you are sure to find it. It is a peculiar fact that you will find exactly what you are looking for, hence it becomes important that you should look for the good things and not the bad. Your mind is a storehouse and if it is full of delightful recollections, your life must be a happy one. The easiest way to fill it with such recollections is to help others. Teach them to think of the good things and not the bad. Fill their

Will G. Steel,
Steel Points, Portland, Ore.

minds with the beauties of Nature, and they will bless you.

Because I love the mountains I have tried to teach others to love them, and for that purpose conceived the idea of organizing a club of hardy mountaineers on the summit of Mount Hood, which plan was put into execution just fifteen years ago, at which time the Mazamas were organized. Never before did so many human beings stand on the summit of such a mountain in one day.

On the evening before organization over 300 persons camped on the rugged moraines at extreme timber line, fully a mile above the line of snow, 196 of whom reached the summit next day.

As the day wore on and the sun descended, word was passed from camp to camp to watch the western horizon. Far off in the distance, by one sweep of the eye, the famous Willamette Valley could be seen through its entirety. Beyond it the Coast range of mountains shut the ocean from view, and almost from our very feet the great Columbia flowed on to the sea. The Cascade range extended to the south in a line of snow peaks and cross ranges, while here and there bits of cloud gathered over the valleys below. Mount Jefferson, fifty miles distant, seemed like a sentinel.

while forty miles beyond the Three Sisters stood in chaste beauty. One hundred and fifty miles down the range Diamond Peak rears its snowy crest aloft, while the rugged summit of Mount Shasta looms up 300 miles distant. Fifty miles to the east the plains of eastern Oregon lay like a scroll, tessalated with fields of ripening grain.

But the sun is descending, and as his rays strike the waters of the Pacific at the right angle they are reflected to us on the mountain, and a yellow line along the horizon shows clearly the ocean, over a hundred miles distant. Everybody is excited as Old Sol descends, for clouds have gathered in the west and Heaven's artistic hand is at work on the canvas. Every moment the scene grows more brilliant. The gilded clouds roll into golden streets and celestial palaces and cities rise up and disappear. Great temples and walls of precious stones linger for a brief season and fade away. The waters of the ocean glimmer like molten gold in their magnificence. Finally, the sun sinks to rest, the ocean disappears, the brilliance of a moment is but a vivid recollection of a glorious scene that shall never fade from memory. Before us stands the grand old mountain, bold and beautiful, while a sea of snow stretches away to the summit or is lost in the timber below. As the sun goes down a great yellow ball appears on the eastern horizon, and a full moon covers the world with a soft, effulgent light that grows brighter as the night advances. Camp is pitched fully a mile above sea level, beyond all impurities of the atmosphere, and is surrounded with pure snow, which reflects and increases the already bright light of the moon. So light is the night that many sit and marvel that such things can be.

A weird scene presents itself as we look up and down the moraines and see scores of camp-fires, from around which happy voices are heard, mingled with various musical instruments. Shouts and laughter greet the ear, and dull care is banished from our midst. Some of the brightest minds of the country are gathered here, with mechanics and farmers' boys, presidents of colleges, students and beautiful women. Original songs float upon the breeze, and trained voices add melody to the general rejoicing. Newspapers sent representatives, and delegates are here from schools and religious organizations. The musicians of Portland sent a bugler, who at 9 o'clock climbed high up the mountain and played "America." Quick as thought camps here and there joined with words, and it seemed that every voice on the mountain-side was awaking the echoes in one grand refrain. Then the bugler played "Nearer My God to Thee." The notes came like whisperings from Heaven; every voice was hushed, every sound ceased, and all was charmed into absolute silence. Never did music sound half so sweet, never was poor humanity so peacefully at rest. "Taps" followed in quick succession, and camp was stilled for the night.

Promptly at 2 o'clock the "Reveille" was sounded, and all was activity. Far down below us the foothills and mountain valleys were filled with clouds, through which vivid flashes of lightning could be seen, and from which came loud peals of thunder. The air was chilly and the wind strong, but the order was given to advance. After a hasty breakfast more than 300 persons started over the snow. At 7 o'clock a snow storm overtook us, and an hour later a hail storm pelted us until it was tired. At sunrise a shadow of the mountain was shown, clear and sharp, in the atmosphere to the west. In a few minutes a second, smaller and darker shadow-mountain appeared behind the first, then both gradually faded from view. When the hail storm ceased, the sky above became clear, but the clouds below remained until nearly noon, when they, too, disappeared, leaving an unclouded atmosphere and a view unsurpassed and seldom witnessed by poor humanity. Two great states lay at our feet, and a dozen grand old snow peaks were before us. For a hundred miles in all directions the view was unobscured, and will never be described, for human language is powerless before such stupendous grandeur.

This is the kind of stuff you can get in the mountains of the Pacific Northwest, and similar matter is obtainable anywhere on the Atlantic seaboard if you only have a mind to look for it. Go out into the wilderness and seek health, and while about it write up your experience and use it in your columns. It will broaden your mind, fill your memory with ever-present visions of happiness gone before, and materially increase your circulation if you keep at it. Why, within sight of this great city there is enough material to keep the N. E. A. busy for a hundred years, and yet I have seen men whose lives have been spent there without discovering the beauty or grandeur of their surroundings. Look for things that are beautiful and grand and you will find them. Do not stop there, however, but teach others to look for them, and you will realize as never before that gold is not of the first consideration in this world, and the very effort to teach others to look for the beautiful things, if properly used, will bring a fair result in sheckles. But the best of all will be the added strength of body and mind, together with a never ending store of happy recollections.

Starting a Daily Paper

BY MISS GOLDIE PERRY, SUN SENTINEL, WINCHESTER, KY.

ONCE the subject, "Starting a Daily Paper" has been assigned to me, it is a fair presumption that the topic should be confined within the limits of my experience; therefore, I take the privilege of amending by adding, "in a Country Town." Then, too, "Launching a Daily" would have been a better expression, as "launching" implies a possible swamping.

The small city daily "evolutes"—that may not be the word, but it certainly is a fact—from a local weekly. The principal advantage of the change is that the "goods box wag" can't say that it is "very local and extremely weakly."

The average subscriber not only asks to be given his daily bread, but also his daily paper; like salvation, without money and without price. He or she (if there be any she's who subscribe) have been reared on a paper at one dollar in produce;—when they produced, which was at infrequent and irregular intervals.

The editor, immediately upon the change from weekly to daily, is expected to look, act and write in a more dignified manner, while self-conscious that he is delivering in installments, six days in the week, that which he formerly gave in one issue. You will figure that one-sixth of one idea would make mighty thin reading.

As a rule, the transposition from weekly to daily does not cause the editor to eradicate all of his previous habits, and he still has trouble with his "midst." People move in "our midst" and out of "our midst;" things occur in "our midst," and sometimes, for lack of other news items, he will publish: "There is nothing doing in 'our midst.'"

In salutatory, he claims that this paper will not be like the subsidized city dailies—and in many respects, it is not.

It is a good idea, when you have finished your salutatory, to write your valedictory, as paper, pens and ink will probably be more obtainable at that time than later.

There are greater difficulties to be overcome, and more difficulties to be "fit out" or compromised, by the editor of a country daily than a city daily. In a city, the work is subdivided. In a country town, the editor is manager, solicitor, collector, headliner, proofreader and, in Kentucky, scrapper.

The editor of a country daily is more likely to recall the passage, "Sufficient unto the day is the evil thereof" than any or all others, and is inclined to paraphrase and say: "Sufficient for several days are the annoyance of one."

The first time he realizes that the paper is to be issued between two hours, instead of two days, he is "sorry he jined." He is informed of a death, and has to write an obituary, fifteen minutes before the paper is to be issued. Writing obituaries had heretofore been one of his long suits, but was the joint effort of him and his parson, who spent whole Sunday afternoons on this line of work. And in one respect was a gem, as it was a mighty "sorry" article. It invariably began: "An all-wise Providence has seen fit to call from 'our midst'"—whether the man was hung by a mob or shot himself.

But to return to the subject: "Launching a Daily Paper in a Country Town." DON'T. But, in case in a moment

of weakness you permit yourself to be over-persuaded by over-zealous townspeople, who are willing to assume the benefits without incurring any of the risk, you have only yourself to blame.

Miss Goldie Perry.
Sun Sentinel, Winchester, Ky.

There are ought to be a logical sequence to every subject, but a daily paper is not subject to logical sequences. It is the unexpected thing, that you did not expect to happen, that always happens to happen, and it happens to happen to you, instead of happening to the other fellow.

Running a daily in a country town is an illustration of the saying: "Faith without works will not work, but faithful work will always work."

You will have no lack of encouragement at the start. Nearly every citizen will tell you that a daily is a "long felt want." And unless you are careful, it will not be long until you feel want yourself.

You must claim and guarantee a subscription list, before there's a name on your books, that will mislead patent medicine manufacturers and advance agents of circuses. You must publish pictures of individuals that have been cured of something, after the doctors had collected all they were able to pay, and an imaginary lion, in the menagerie line, with a little skillful lyin' by the manager.

Most of the business is done on credit, and the bookkeeper is constantly humming—"A charge to keep I have."

Subscribers are secured by persuasion, but are lost in various ways. Our facetious collector entered the office of a delinquent, who asked if he wished to see him individually. "No," replied the long-suffering newspaper man, "I wish to see you 'collectively.'" So one account was collected, and one subscriber lost.

A country daily, with its limited patronage, must be independent in politics, which, if it means anything, means a lack of independence, because the average individual understands independent to mean neutral. Part of a small community never supported a daily. And the whole of it, seldom.

It is imperative that an independent paper take the stand that one party is as bad as another, if not worse. If it prints a true account of the wrong-doings of one party, it must, in the same issue, publish an act equally as disreputable committed, or said to have been committed, by the other party, or it will be regarded as partisan. Consequently, the affairs of both the great political parties are handled with an impartial imperfection.

Having already exhausted the time allotted to me, I must now conclude—and, for the further reason, that I have been advised by a friend that the way to make a finished speech was to close when I had finished.

Handling the Circulation of a Weekly Paper

BY ERWIN C. FUNK, DEMOCRAT, ROGERS, ARK.

THE essentials in any system for handling the circulation of a weekly paper are efficiency and simplicity. Nine-tenths of the weeklies of the land are one-man papers, where the duties of editor and business manager are combined with those of reporter, solicitor and collector. The ideal system, therefore, is one that invites the fewest mistakes, the smallest amount of book-keeping and brings in the most dollars. My own personal experiences along these lines have demonstrated that my own system is not the ideal one, but I can only give you the results of these same experiences with the hope that they may prove of interest, if not of value.

If you have assistants in your office work, it is more than likely that they change frequently, and every system for keeping track of the subscription list should be so simple that any office employee can easily secure the required information at a moment's notice. Many inquiries come by 'phone and the books should be easily accessible. I am intimately acquainted with an editor so methodical that he uses a complicated card index system and no one else is allowed to touch them. The consequence is that many a subscriber, who calls during his absence, has a justifiable grievance at being compelled to make a second call—and perhaps he does not make it. Every regular employee of the Democrat office is thoroughly acquainted with our system of accounts, and is authorized to accept collections and issue receipts. They fill in a desk slip with the name, date and amount paid, and these are checked carefully over with the subscription list and the daily cash account. There has never been a regular employee in the Democrat office that I could not trust—I wouldn't keep one, however efficient, if I thought him dishonest. Of course every community has people who refuse to deal with anyone but the "boss" and such as these will continue to make the necessary trips to find him at home. Our policy has always been to encourage our patrons to trust the employes with orders and accounts, for it promotes an interest in the business that cannot be secured in any other way. Numerous subscriptions are secured through them and they are an important factor in the business aside from their office duties.

Our local subscription list, our county list and our out-of-the-country or single "wraps" are kept in as many separate books. All are carefully indexed and it is but the work of a moment to find any name, if we know to which class it berecord for a dozen years the date on which the account is paid and the date to which it is paid. Our cash book also serves as a farther check, for knowing the date on which a payment is made, it is easy to turn to the cash account and find whether credit was given for the correct amount.

Some papers date their subscription receipts according to the number and volume of the issue, but it has been tried in our town and was a decided nuisance. It was much easier to make a mistake than in writing the month and day, and the subscriber looking up his account from a receipt, or the numbers after his name on the wrapper, hates to get a paper and hunt the date line. Make it just as easy for him as you can.

Corrections or additions to be made in the mailing galley lists should be noted on special blanks, which give the name, whether a new subscriber or a renewal, present address and date of subscription, and the new address and the date to which it is to be extended. After corrections are made, the slips should be returned to the desk, and carefully verified from the galley proofs. Too much emphasis cannot be laid upon painstaking and systematic care of this mailing list, for that list is the backbone of your business. Few things are more irritating to your subscribers than missing the accustomed visit which is—or should be—one of the important events of the week. If your readers fail to complain every time they miss an issue, you can take it right to heart that they are not going to care whether they miss

renewal day, and that it's up to you to give them something they will miss. There is no use spending time and money in the editorial and mechanical departments if your mailing department is constantly nullifying their efforts by misspelling names and giving wrong initials, incorrect street addresses, careless wrapping, or a slovenly use of whatever addressing system you may use. A friend in the rural delivery tells me that a paper in our county has lost a dozen subscribers on his route during the last year because of a failure to get their papers regularly. The trouble in this instance he said was the poor paste used in the mailer, which allowed the names to shell off after the papers had been handled once or twice. And the chances are that the editor will never know just what it was that struck his subscription list, especially the rural routes, because he makes it a point never to enter the office after the paper goes to press. He says the employes can handle it after that point and he is due a vacation for the remainder of the day. One editor with years of experience asserts that it is a good policy to address by hand all papers where the circulation does not exceed 1500. His argument is that it makes the reader feel in closer touch with the paper.

See that your paper is out on time. That sounds unimportant to some country editors, and you probably know of many to whom it is a matter of seeming indifference. But they are not the successful ones. With the latter, missing the day of issue would be a national calamity, and varying more than an hour or two, suffice for a call-down for the whole office force. Make your paper so interesting that the entire community religiously sets aside one night each week for its perusal—and then see that they get it that night. Once when local conditions made necessary a change in the day of publication, I was surprised to see how long it took our patrons to become accustomed to the new order of things and for six months they kept enquiring at the office and of the carriers the reason for the day's delay.

I regret that I cannot come to you with experience in the strictly cash in advance system for it seems to me that it is the only satisfactory method for handling a subscription list, city or country, weekly or daily. The *Democrat* has decided to adopt it this fall and it is growing in favor all over the state. A neighboring brother, who only a year or two ago delivered an address at the state meeting in which he strongly endorsed the credit plan, and told of the impossibility of placing his business on a cash basis because of local conditions, changed to the cash in advance system last spring. Out of a total circulation of 1700 he marked off nearly five hundred names, but they have been coming in every day, paying up and going back on the list. Taking into consideration the cash collection at the time and since, he is more than pleased.

We adopted the cash plan several years ago for all of our out-of-the-county subscribers. We had built up a strong list but found that the trouble and time of continually dunning delinquents was too great a burden for the all-ready-too-small profits. It stopped a considerable leak in the subscription department and has proved a saving in postage. And now when we get one of those colored cards from some distant postmaster saying: "Gone, present address unkown," there is no worry for fear we will find that there is the government limit of one dollar—and as much more as you could be worked for—in arrears on the account.

At home it has been easier to look after the collections, and yet there are very few editors doing business on a credit basis that do not lose a considerable percent of their accounts. Last year the *Democrat* collected nearly 87 percent of its subscription list, but it required so much time and systematic dunning that it would have been better to have accepted cash for the list at a discount of 25 percent on the regular subscription price, anl then devoted the time and energy to the securing of new business. Or still better, we could on the same basis, have afforded to lose tweny-five percent of our subscription list and taken cash for the remainder. The day is coming when every paper in the country will be on a cash basis, and the sooner it comes the better it will be for the newspaper fraternity.

I know a paper of 2,500 circulation in my State whose subscription collections for years have not amounted to more than 40 cents on the dollar. The deficiency has been carried by the job and and advertising departments, the editor holding that he gets enough from his increased advertising rates to pay for the subscription loss. He could go on a cash basis with a loss of not more than five or six hundred names and get the same rates for his advertising. Another paper in our district has added a large list, temporarily at least, by cutting the subscription price from $1.00 to 25 cents a year, this offer holding good for three months. It cheapens the paper with both the reader and the legitimate advertiser who looks for quality as well as quantity. The subscription department should be made to pay its own legitimate share of all expenses, and no paper can be built upon a sound financial basis that does not keep that fact constantly in view.

During the thirteen years that I have been with the *Democrat,* it has never had a voting contest of any kind, and has never offered a premium. Neither does it place a regular solicitor in the field, although it is a fine thing if the editor can make short trips himself for this purpose. Most of its new subscribers have been added unsolicited, and were secured through the recommendations of its readers, from country correspondents, and very successfully through the medium of sample copies sent to every new family that moves

Erwin C. Funk,
Democrat, Rogers, Ark.

into our territory. These names are secured from our own news columns, from real estate agents, postoffice employes, and country correspondents. Send the newcomers the issues in which their arrival is noted, or non-subscribers any issue that happens to have a personal mention. I do not believe any plan beats this when time, trouble and the results are taken into consideration. It is also well to cultivate the goodwill of the rural mail carriers in your neighborhood for they can help you in many ways. Rogers is located in the "Big Red Apple" district and we have specialized in the fruit news to an extent that has given more than a local reputation.

Not having qualified on the voting and premium plans, I have little or no advice to offer. They have been tried by my opposition in Rogers a number of times and by the papers of the county, but the promoters were so divided in opinion as to the results of the schemes that it afforded little data as to their real value. I am personally strongly opposed to the premium plan for increasing circulation, or aiding in collections; almost as strongly as I am to the plan of clubbing with the city dailies or magazines. The *Democrat* does not exchange with the city dailies on an advertising basis, either. I pay cash for the ones I want and if they read the *Democrat* they pay cash for it.

What is the size of your exchange list? No item runs up faster in a newspaper office than a big exchange list, two-thirds of which are opened only when you want to sell them for old papers. After every editorial meeting each editor finds a big bunch of papers on his table marked "X." It's hard to resist the compliment implied by a brother wanting

to get your valuable paper, but every exchange is worth just as much to you as a regular subscriber, and it's well to go slow.

One of my biggest newspaper "Don'ts" is "Don't dun your subscribers through the columns of your paper." You want the money and you've got to have it, but that is about the worst way in the world to go about it. A specific announcement at regular intervals each year, announcing that you will after a certain day begin sending statements to all who are a year in arrears, in order that you may comply with the postal regulations, is an excellent plan for a paper working on a credit basis and will undoubtedly suffice for many subscribers who need only a gentle reminder to bring them in with the cash. It is only a small per cent of your readers who get behind because they deliberately intend to defraud you. With most it is carelessness and the hint is sufficient. Give them the hint. For those a trifle more careless, it requires a direct statement. Some continue to forget. A letter should jar them a little harder and a blank note enclosed is used to good advantage with those who are really hard up. And the third time? Refer them to your attorneys for you don't want them on the list and the cash is worth more than their patronage or good-will.

Never let the impression get out that, "You just can't get your name off so and so's paper. I have told them to stop it half a dozen times, but the blamed thing keeps coming. I won't pay a cent." Make it as easy for a man to quit as it is for him to subscribe and be just as pleasant about it. It's best, in my experience, not to question a man too closely as to his reasons for stopping. It is seldom you get the real truth of the matter, and if the reader was slightly offended, he may say something that will make the breach harder to close in the future. Let them go with the knowledge that you are sorry to lose them, that you hope to have them back at some future time, but that their loss has not left you broken-hearted or on the road to bankruptcy.

Profitable Sidelines for Newspaper People

BY OMAR D. GRAY, EDITOR STURGEON, MISSOURI LEADER

N one of his books to young men, Andrew Carnegie's advice is to put all the eggs in one basket, try to make them hatch, and then see that the chickens grow and multiply.

This is good advice, but how many of us follow it?

A former president of the National Editorial Association and one of the best business men in Missouri, Hon. E. W. Stephens, gave me this advice years ago, and now if he does not look out the voters of Missouri are going to make him our next Governor. And then he will be a Side-liner.

How many in this audience have no side lines—just stick to the newspaper business and let everything else alone?

The editor is offered so many inducements to lend his influence and money to side lines, I do not see how he can escape being led astray.

We are all side liners.

We make money printing a newspaper and then we do not know what to do with the profits.

We get the mining fever and spend of our surplus going down into mother earth. We let some fruit tree man tell us of the money we could make by planting orchards, and we get busy trying to keep the bugs from eating the fruits on our broad acres. We think there is money in farming, so we buy a piece of land near town and pay out all we make in the printing line getting extra experience in this side line of work. We are told by the to-be cashier of a new bank about what a good director we would make and we at once proceed to borrow money to buy bank stock and fool away three or four hours a week looking into the financial affairs of other people's business. We think life insurance companies make too much money while we are policy holders so that we are delighted when a gentlemanly agent comes around and on account of our high standing in the community agrees to let us have a limited number of shares in a new Company just starting. We read so much proof of pedigreed cattle we become satisfied we can make money buying Shorthorns or some other brand; we invest and put some of our cattle in a sale only to find the country overstocked with the kind we want to sell. We hear of a State prospering because it is well advertised and we leave home on an excursion train, buy a section of land, and return home in a happy mood, only to find that land near our town sold during our absence at a profit to the owner of twenty per cent; then we wonder why we did not buy land at home. We get interested in factories, telephone plants, cemetery associations, fair meetings, chautauquas, opera houses, amusement parks, and if we don't watch out will be subscribing for stock in an air ship line to circle the earth.

Does it pay to scatter? Are there any profitable side lines for newspaper people?

It is easy to give advice, and yet it is very hard for us to map out a clear path for ourselves.

I know of newspaper men in small towns who make money in side lines. They have their newspaper work systematized and employ good help. They have time to devote to other enterprises and in many cases the side lines are profitable.

In the larger cities where publishers have from $15,000 to $100,000 invested in newspaper properties the owners have about all they can do to look after the one business.

Few business men know what to do with their money after they get it. On some lines money is made; in others we sink what we put in. Some put all their profits in old line life insurance. Others buy automobiles and burn up their cash.

OMAR D. GRAY,
Leader, Sturgeon, Mo.

The publisher in the small town with some capital has opportunities to pick up good money in side lines. I mention insurance and real estate.

My friend Junkin, of Kansas, takes a little stock in anything offered in his home town of Sterling and I understand that these feeders make him money for his printing business and the side lines in the main pay a very good dividend.

In my state Editor Bob White runs an asylum at Fulton, a newspaper at Mexico, is interested in numerous banks, cuts a good deal of ice in politics, helps run a church, joins all kinds of lodges and manages to save a little money every day in the year.

I love my newspaper property but I have the work systematized and it does not need all my time.

I embarked in the newspaper business 21 years ago with a cash capital of $2.40 and my note in four figures was held by a local bank. I knew I would sink if I did not get a side line. I took the management of the opera house and almost fainted when I found out on the first night that my commission on an Uncle Tom's Cabin show had netted me $33. I paid $25 of that on my note and made a start and the side line was responsible for helping me to pay my debts.

I endeavored to get someone in my community to build a telephone system, but all to whom I mentioned it refused to put money into the project. I found a good partner and we built up, by hard work and the expenditure of a large sum of money, a property that is paying fair dividends.

The telephone business has been a valuable feeder for my newspaper business and the telephone profits have been fair, everything considered.

I tried to get the fire insurance men of my town to advertise in my paper. They refused. I put in an insurance department and in three years I have worked up a larger business than the combined business of all the agents in my city.

The real estate men in my section would not advertise in my paper. I organized a real estate company. It is making money.

Nobody in my town would lay off a new addition. I bought 80 acres of land, divided it into 296 lots, and sold them. I sold an addition to Mexico, Mo., in fourteen months.

I do all the printing and advertising for these side lines and get good pay for same.

Let me show you how one business helps another.

We have six hundred telephone subscribers and all of them are required to pay their rent in advance for a year. We send to each subscriber thirty days before his telephone rent expires a notification. In the envelope goes a notice referring to the merits, as I see them, of my newspaper. The fact is stated that the subscription is cash-in-advance and the paper is discontinued at the paid expiration. The attention of the telephone subscriber is called to the fact that the first week in every month the complete telephone directory is printed in the *Leader* and that unless he is a subscriber to the paper he will probably not get the latest directory. The truth is, we print the directory only in the *Leader*, and not on cards or in book form. The telephone subscriber must take my paper or he will not get the directory unless he comes to the office and calls for one, stating that he is not a subscriber to the paper and this gives me a good opportunity to annex his name. In the same envelope goes a card telling him how I can reduce his fire insurance premium. And in the same envelope is sent a list of farm bargains signed by the Realty Company in which I am interested.

In my newspaper I advertise the insurance business, the telephone business and the real estate business, charging the same rates as to merchants.

Thirty days before the expiration of an insurance policy the party insured is notified. In the envelope goes the same literature told about above.

The *Leader* subscriber is notified that his subscription is about to expire. He gets a batch of the printed literature in regard to the other side lines.

You cannot find more profitable side lines than fire or life insurance and you do not have to have any capital to work either. There is good money in buying and selling good real estate if your judgment is half good.

Of course every country editor cannot write insurance or deal successfully in real estate, and if your newspaper business keeps you busy and you love the work I would advise you to stick to it and not fool with side lines. But I confess that I like side lines.

Editor Walton, of the *Herald*, at Armstrong, Mo., makes good money writing fire insurance and he tells me it does not interfere at all with his newspaper business.

Remember, I am not advising anybody to take up side lines. I can only tell you what I am doing and what others have done. If I ever become crazy and buy a daily newspaper in a town that cannot hardly support a weekly why, of course, I will buckle down and give my entire attention to the newspaper business.

A country editor in a small town with the right kind of push can do anything he wants to. If he only knew it, he is the biggest man in the community and can make his people do anything he wants them to do. If he is not now making money and prospering the fault is with him. If the newspaper, when properly handled, does not make you enough money, scheme a little and take up something there is money in.

Gathering News for the Country Daily

BY G. WALTER RIDGWAY, KIRKSVILLE, Mo., DAILY EXPRESS

THERE is a well-worn saying that God made the country and man made the city. If this be true, the country paper is worthy of man's more pious service and support, for it must be a little more Godly in its origin. But it is not my call to discuss the origin of newspapers, divine or otherwise.

It is well, perhaps, to essay some definition of the words "country daily" which conveys a multitude of meanings to the multitude of people. Some would classify country daily newspapers according to the population of the town, others according to the telegraphic or lack of telegraphic service, some according to the number of pages, and still others according to circulation, so that my subject is a broad one and may have as many interpretations as the text of the young Presbyterian preacher who was asked to preach his initial sermon on the text, "And David danced before the ark."

"This text, "said he, "is a very ambiguous one, and may mean any one of three things. David danced before the ark, may mean that David danced in front of the ark, or it may mean David danced prior to the time the ark was made, or David danced before the ark, may mean that David danced first and the ark danced afterwards, and I believe, brethren, that I shall preach on all three themes."

Without attempting any academic definition of the country daily, I will say that, to me, it means the daily of the second or third class city, having from four to forty pages, (according to the era that the merchants of the town are living in), well filled with liver pill ads, bargain sales and boiler plate, it means a daily containing primarily local news and secondarily, telegraphic or general news. Now, there is a definition that is as indefinite as the boundaries of a Central American republic, and might equally well be used to define the city daily.

Country newspapers, daily and weekly, fill a very distinctive mission in American life today, because they come near to the hearts of the people. We are a farming people still, despite our metropolises, and as farmers we read the country papers and scan the metropolitan papers. The city paper is less independent, more influenced by interests and less fitted, therefore, to be the real teacher of the people. I believe that the ideal country daily is independent in politics and everything else, and that its measure of usefulness depends largely upon its independence. I am speaking now of the ideal and not of the real.

Comparisons are odious, but I make them between the two great classes of newspapers to show their relations to the public welfare, as I see those relations, from my own particular viewpoint. It is next to impossible to estimate the influence of either or both, and certainly both are complimentary in their mission of service.

Country newspapers are but entering upon their period of the larger usefulness and they need the best men as they have never needed them before. It is unfortunately true

that many of the strong men desert the smaller fields for the larger ones of the city, for reasons of emolument. The reason is not always a good one, however, for certainly the country towns offer some things that the cities do not in the ways of opportunity of service.

The Government at Washington has done much to make country life more attractive each year, establishing mail services, etc., and is doing much more toward solving the problem of keeping the farmers on the farms. President Roosevelt, himself a kind of farmer and hunter by instinct and choice, said in a message:

"I warn my countrymen that the great recent progress made in city life is not a full measure of our civilization, for our civilization rests at the bottom on the wholesomeness, the attractiveness, and the completeness, as well as the prosperity, of the life in the country."

What goes farther to make country life attractive than good country papers which are the link between the farmer who produces and the merchant who buys what he produces? It is the link which holds him to his neighbor, to his county, to his state, to his church, to everything that is highest and best. This, then, is our mission, mission of education, and our columns are helpful and wholesome only as our makers of these columns are men of force and learning.

The news field of the country daily is necessarily a limited one. In the average Missouri town of ten thousand people there are two or three colleges, several public schools, and enough other institutions to make a sufficient amount of news for the day reasonably certain. The small country daily does not carry a telegraphic service, if it does, the service is a very limited one and, therefore, worth little. The circulation field is confined to the town and the radiating rural routes. In giving the general news the small daily can not compete with the metropolitan papers in either fullness or fleetness.

The one aim of the country daily should be to give the local news. The editorial column, although necessary as ornamentation, is like Paradise Lost, much admired but seldom read. It might be abolished and the paper still be a power for good or evil in the community. The people want the news, and need the news about their neighbors, about their municipal and county government, and about their commercial, religious and educational institutions. News is crystallized into public sentiment, and public sentiment, says Elbert Hubbard, is more powerful than lawyers.

It is difficult to keep news and editorial comment out of the same paragraph and even the same sentence. The temptation to flatter or to frizzle comes daily to the man behind the pencil, in his desire to praise the good and to censure the evil and to have a well filled and popular paper.

There are four "F's" in the way of the newsgatherer in the country town. The first F stands for the field and the limitations thereof. As I have already suggested, there are enough institutions in the average town to furnish sufficient news for the day. The active country editor is prepared for those quiet days, however, when even the leaves on the cottonwood trees won't rustle for the very stillness, and he has in his pantry a feature story about the blind preacher or the negro school teacher that will keep the Linotype man busy until the calm is past. If he is really a newsgatherer he will never lack for these feature stories. There are a dozen or more characters in his community who have resided there from the crossroads days, who can tell stories artistically of the traditions of the community. Such as these are very present helps in the time of trouble. Nearly every man you meet upon the street has something that you ought to know, and something that the people want to know, and it is your business to get this information. The man on the streets will very likely tell you that he knows absolutely no news and in the same breath will give off something that you have wanted for days.

A story borrowed from Harpers and given an Ozark setting illustrates my point. A country editor was out in the hills of south Missouri looking for whatsoever he might devour and for some news for his journal when he met one of his rural subscribers.

"There ain't a bit of news," said the farmer. "All down this way is too busy with their crops to think of anything else."

"Fine crops, eh?" asked the news man.

"Couldn't be better," asserted the farmer, "I oughter to be in my field right now, and I would be, only I come to see the corner."

"The coroner, who is dead?"

"Yes, he's wanted to hold an inquest on a couple of fellers in our place."

"Accident?"

"I reckon not. Ran Morgan ain't doin' nothin' like that by accident. He got Jim Jeffords and his brother Tom with two shots. Got to have an inquest, though.

"What led to the fight?"

"There want no fight. Ran never give the other fellows no chance to make it a fight. Jes' hid behind a tree and give it to 'em when they come along."

"Has Ran been arrested?"

"No, what's the use? Some of the Jeffords people burnt Ran's house, shot him and his wife, and set fire to the barn. No, Ran ain't been arrested. But I ain't got time to stand here talking to you. Got to git to my harvestin'. There ain't no news down our way, but if anything should happen, I'll let you know. Get up Hawk."

The second "F" is for friendship. The newsgatherer is generally a close personal friend to most people, or he should be at any rate. But this very friendship is often his greatest obstacle. He does not and can not give a free and impartial account of incidents and events that affect his friends. Sometimes he sacrifices his friendship if he presumes to give anything at all, and he may exchange his friendship for fees, lawyers' fees. It is this condition that often causes the young man to go to the large city daily where he may be a freer lance.

The third "F" is for fights, local option fights, town fights, etc. Local option and liquor scraps have been prolific sources

G. Walter Ridgway,
Daily Express, Kirksville, Mo.

of news in some communities, but prolific sources of suits in others. In the presence of such conditions there are, what President John R. Kirk of our Normal School, called "struggling young lawyers" who proof read the papers to find grounds for suits. Unless it means the sacrifice of principle to do so, the country paper's mission is to promote harmony and unanimity, that the community's interests may be builded to the highest, in both material and moral matters.

In this connection it is fit to speak of the news man himself. Sometimes his own prejudices against people cause him to suppress or to give partial accounts of happenings of great moment in the community. If there is one place where self must be kept under, it is on the reportorial staff of a country daily.

My fourth "F" is for falsehoods. There are people who would consciously report things that they know to be untrue and the newspaper man must bear the stigma of their lies. I sometimes think Jefferson's suggestion should be adopted, that the editor divide his paper into four chapters, heading

the first Truths, the second Probabilities, the third, Possibilities, and the fourth, Lies. He adds with some humor that the fourth should be professedly for those who would rather have lies for their money than the blank paper they occupy. I think that if he had advised all news be published over the names of those who give it, newspapers would have but one chapter and become broadsides.

Certain it is, there are few of us mean enough to print lies, even probabilities, about our neighbors, especially when the world is so full of good wholesome news which the world really needs.

If you were to ask me what I regard as the most valuable thing in news gathering on the country daily, I should say the personality of the reporter. It is the man that makes the news mare go. There are, however, certain other characteristics of the good news man worth mentioning.

First, he knows news, and has a long "nose"; some reporters will stumble over a dozen real news features every day and never see them or smell them. Much good news will escape even the most vigilant of us. As Holmes said about reading, gathering news is like fishing with a net; you catch a few minnows, but a dozen miles of water have run through our net.

Second, he must know the minds of the people. There is much psychology in newsgathering. The alert news man with his psychic sense is enabled to feel that news is going to happen and is ready.

Third, he must, of course, know how to write. He may be a very fine judge of news and yet not know how to tell it effectively. A well known journalist once said, "Just sit down and let the story tell itself." So far as I am concerned, I have found few stories that would thus reel themselves off of my forehead, full grown, like Minerva from the head of Jupiter. I have had to put forth a conscious and voluntary effort to tell of the stories that I have caught in my newspaper net, and I believe this to be the experience of the average man. Here is where the schools of journalism come unto their own. I am glad to note the good work done by my own state university in pioneering the idea of a school of journalism which now ranks with the other schools of medicine, engineering, law, and agriculture. This idea I may say was born in the mind of a former president of the association, a master mind, that is now guiding the destinies of the school. Whatever else the School of Journalism of the University of Missouri may have done, it has done these two; first, it has advertised the institution more than any other department or college; and second, it is putting the finishing touches upon five score or more of journalistically inclined students who could get these finishing touches only by hard rubs and raspings in the mills of experience. This school of journalism is not without honor, save in its own country, where the criticisms have been the fiercest and most relentless. But the School of Journalism of the University of Missouri is adding dignity to the profession of the journalist, giving it proper rank along wth the other professions, and is training some acute minds for larger usefulness in the country and city fields where they are needed, and this is unanswerable argument for the maintenance of such an institution.

Fourth, the country news gatherer must have two long legs and one long head, physiology as well as psychology. He must study the seasons and the weather, and divine the intentions of men. He must, moreover, be many places at many different times of day, a veritable jumping jack, or a Jack the Giant Killer, if necessary, for there is no place on the staff of a country daily for either a lazy man or a coward. I think that the ideal country reporter takes the Apostle Paul as his paragon, Paul who could write many letters to suit many people, advising us to run with patience the race set before us.

The future of our institutions depends upon an uncorrupted free press, or as Mr. Bryan put it, the country press. That other Democrat who had his "ins and outs" with the newspapers at the beginning of last century, once wrote to Col. Edward Carrington.

"The basis of our government being the opinions of the people, the first object should be to keep that right, and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

Stopping the Leaks

BY H. G. TAYLOR, NONPAREIL, CENTRAL CITY. NEB.

IT is the day of little things—the microbe, the doctors tell us, is king of the earth. It has taken us something like six thousand years to learn that "every little bit added to what we've got makes just a little bit more." Genius has been defined as an infinite capacity for doing small things. In the olden days when space writers and pipe dream artists enjoyed the privilege of having their "stuff" accepted as literal fact giants sprang full grown from the air and marvelous perfection was achieved in a breath. Later, when that cold and unimaginative editor Experience got to blue-penciling the copy we discovered that success is not accomplished by simply wishing it but that it consists principally in being able to "clear off the desk every day." And it is with the idea that no business or profession on earth presents a more multitudinous array of little things than does that of country newspaper making that I am prompted to choose this subject—"Stopping the Leaks."

Since the time when the mind of man runneth not to the contrary the country newspaper has been regarded as a joke by successful business men in other lines. In recent years, I am glad to say, this conception has been considerably modified and country editors are coming to be looked upon with some degree of tolerance even by bankers and ready-print houses. And they are meriting this new-born respect, not because they have perfected a more brilliant literary finish nor because they have developed a broader statesmanship—two things very dear to the heart of the perspiring newspaper worker—but because they are mastering the interminable details that seem to swarm about every department of the business, spreading a contagion that leads to loose, unsystematic methods and slipshod practices. I believe, however, that there are leaks yet to be stopped before we can claim kinship with thorough-going business men, and briefly I should like to point to a few of them, not that I have plugged them up myself, but in the hope that calling attention to them may lead to ways and means for doing so.

And if you were to ask me to put my finger on the largest and most damaging leak I would unhesitatingly place it over the hole caused by politics. Politics! Politics! What monkeys we editors make ourselves in thy name! We place money, time and energy on thy altar and thou lettest the county printing to our loathed contemporary at the first opportunity. Thou exactest brain-sweat, loyalty and campaign contributions and rewardest us with the icy mitt and the secretaryship of the Taft club. In view of the results sometimes I frequently wonder if our efforts are any more effective than were those of the Kansas attorney who was trying a case before an Irish justice of the peace. The prosecuting attorney made an address that was very eloquent. At the close of his address, the lawyer for the prisoner arose. "What are you getting up for?" the Irish justice asked. "To state the prisoner's side of the case," the lawyer replied. "Sit down," said the Irish justice; "I don't want to hear from you. Your speech will only confuse the court." Judging from the returns that come in occasionally I fear that the searchlight of publicity only serves to "confuse the court." I would not have you understand that I am arguing that the editor should retire from politics. Far from it. Next to a brainless dude a spineless, opinionless newspaper is the most useless thing in the universe. I have an intense admiration for the virile, independent, aggressive paper that takes a position on one side or the other of public questions and maintains it regardless of business hazard of personal risk. My quarrel is with the condition that makes politics the chief end of a newspaper, absorbing the time and talents of the editor to the exclusion of business success and his own welfare. How many times have we wasted half a day swapping yarns with the candidate for county judge when we could have been more profitably employed posting our books or chasing down a news item. How often have we neglected our own press-

ing duties to hustle out into the highways and by-ways for some palpitating office-seeker, who, the chances are, forgot our labors as soon as he was elected. And, again, how many times have we wasted valuable news and advertising space sounding the praises of some obscure statesman who has more or less arrogantly demanded the favor on behalf of the party. Brothers and sisters, we have been a "palladium of liberty" long enough. Let's shift the government to the backs of the bankers, coal dealers and merchants and divert our energies to saving our business instead of the country.

The political leak suggests another that rather follows in its wake—if you will permit that figure. It seems trivial and yet it is so common to newspaper men that it ought to be mentioned. I refer to the habit of loafing which we form in our daily and weekly rounds for news. A young man who some time ago quit a newspaper office to go on the road, said to me recently: "You would be surprised to learn how many of the newspaper fellows make it a habit not to get down to their offices before nine or ten o'clock in the morning." This condition is very prevalent in newspaper offices and is responsible largely for the contempt which methodical business men have for our easy-going, slipshod habits. I'm not saying that we are lazy—for no business on earth requires more arduous toil than ours. It is only that we have allowed the distracting demands of our work to tempt us to slight the numerous tasks as they crowd upon us. We spend an hour or so talking politics or exchanging stories in some favorite haunt and deceive ourselves into thinking we are gathering news. I know we get news like the milkman gets skimmed milk — by pumping, but too often we get so much fun out of the pumping that we prolong it to the detriment of our duties and then when press day rolls around we wonder why the girls haven't set more type and why the foreman had to use so much boiler plate. Chas. Dana said that a good reporter is one who knows where "hell is going to break out next" and I realize that if we accept that description we can hardly bring news gathering within the boundaries of the methodical and the systematic, nevertheless, we should not spend all our time in congenial surroundings and expect "hell" to break out there for our exclusive edification.

Speaking of the local news department, however, reminds me that we sometimes allow it to encroach on the other departments and cause a leak that permits the editorial department to run out. News, of course, is the life blood of a country paper, but editorial opinion is its bone and sinew. That editor deceives himself who imagines his readers do not want to know what he thinks about public questions, be they local, state or national. The editorial page gives tone and character to his paper and he should be careful that business duties, advertising patronage or indifference do not crowd it on to the margins. His editorial paragraphs do not have to be brilliant or witty or heavy in order to carry. So much the better if they are, but they will be read, however simple the language in which they are couched, if they come from the heart, if they are independent and if they state the truth without fear or favor. Sacrifice the editorial department occasionally if you must, but do not make it a practice to do so.

Passing now to the business office, we find a leak, that from the appearance of rust around its jagged edges, must be an old one. You will detect it immediately when I dub it "free advertising." Is there are any enterprise in existence that is expected to donate as much of its product free to the community it serves as the newspaper? Do you know of a commodity as valuable that is valued so cheaply by the public as newspaper space? And who is to blame? The newspaper men themselves. We have given away space so long that the people have come to value it according to our own estimate. Churches, lodges, theatres, politicians, promoters, doctors, lawyers and what-not have exacted generous tribute from us and we have paid it cheerfully, and then wondered at the close of the year why there was no money in the newspaper business. Let's place a value on very inch of our space and then make our fiat regarding that value as unchangeable as the laws of the Medes and Persians. Say "no" to the "sponger" and throw the grafter out of the office. And about that rate—make it high enough to cover cost and a reasonable profit and then see that it is maintained. Allow no patent medicine representative or advertising agent to wheedle you into deviating from it. I am told it would take an expert accountant to compile and classify the rate on file in any of the leading advertising agencies, so wide is their range, and so much do they vary. The local merchant, too, will grow into an increasing respect for the value of your space if you let him understand that your rate is as stable as his price on calico or granulated sugar.

Were it not for the popularity just now of prosecutions against unlawful combinations I should like to call attention to a leak that is sapping our business of much of its vitality, but the fear of a twenty-nine million dollar fine causes me to treat the matter gingerly—I am fearful that the state might insist on going into partnership with me. Perhaps, however, I may be permitted to speak, "on the advice of counsel," to the extent of suggesting that we cultivate a more friendly feeling for our competitor. Ruinous competition and cut-price rivalry is not as prevalent as it used to be in this business, but enough of it remains to make publishing and printing a precarious proposition in many towns. Only a few months ago a publisher in Kansas secured the county printing contract by agreeing to do all the work for nothing and pay

H. G. Taylor,
Nonpareil, Central City, Neb.

$5.00 for the privilege. And after playing the dodo like that I presume he went back to his office fairly hugging himself in the ecstacy of having outwitted his competitor. So long as we cut prices just to knock the other fellow out of a job, so long as we allow the public to extract the profit from our spite and jealousy, just that long may we expect to find our bank account in the "red" and our business demoralized. The cultivation of a spirit of harmony among competitors will quickly correct this condition and at the same time secure the advantages that invariably follow intelligent co-operation.

There are many other leaks that might be mentioned, but the compass of this paper will not permit of their discussion. The delinquent subscriber, the editorial row, the neglect of country correspondence, the temptation to spend all our earnings in equipment, our extravagance of time in promoting public enterprises, our neglect and abuse of machinery, these and many others drain the newspaper business of its rightful surplus and make it less remunerative than it should be.

Perhaps some of the things I have discussed may strike you as trivial and unimportant and yet we should remember that it is the finest threads that make the smoothest fabrics, that the splendid mosaic is composed of tiny pieces. The successful publisher is the one who trains himself to comb out the tangled threads of detail and who makes every unit of his business yield its share of profit.

University Training for Journalists

BY MERLE THORPE, HEAD OF DEPARTMENT OF JOURNALISM, UNIVERSITY OF WASHINGTON

R PRESIDENT and Members of the Association:—I am deeply sensible of the courtesy extended me by your body in the invitation to address you today, and I thank you. It makes me feel that despite the prevalent distrust of "tailor-made newspaper men" that I have not departed from the blue pencil and copy pad long enough to be classed by you as a rank outsider. Then your invitation emphasizes that prime characteristic of the newspaper man—the desire to hear both sides of the question. And since I have the press of the country with me, and behind me, I am bold to confess what the university is attempting to do in the way of training young men and women for work in the newspaper field.

You have no doubt already noticed that I have carefully avoided the use of the word "journalist." I see danger ahead in the Honorable Tom McNeil's address on "Journalists and Common Newspaper Men." It is true that we are called a Department of Journalism. In the exigencies of the composing-room, since rubber type went out of fashion, we must have a title to fit the average column headlines. Can you imagine us ever getting a top head, first page, seventh column if we had such a title as "Department of Newspaper Writing, Managing and Editing, or "Department Leading to Editorial and Reportorial Proficiency?" No, of course not So we had to do what head-writers are always doing, sacrifice the sense to fit the space. But notwithstanding our title we are training just common newspaper men.

Seriously, I wonder how the good old English word, "journalism," acquired its present-day stigma among editors. Mark Twain, I think it was, said that a journalist was a reporter out of a job, and no doubt this good-natured little flip has had its influence. The dictionary, however, and it might be said in passing that Webster in spite of his woeful lack of unity of plot is our most valued text-book, states that journalism "is the periodical collection and publication of current news; the business of managing, editing and writing for journals or newspapers." So I'm not sure that it was necessary for me to apologize for calling our school for newspaper men a department of journalism.

Two years ago the University of Washington modestly announced a class in journalism and twenty-two students enrolled for the four hours a week. In the February following, the demand for this specialized training was such that another class was organized, and two months later the Regents decided that the eagerness with which men and women applied for this branch of instruction warranted a department. Sixty-six students registered last year for the four years' course and 140 men and women took work in the department. Of the sixty-six, fifty-one intend to follow some phase of newspaper work as a career.

When the University installed this department of journalism no other higher institution of learning, so far as I know, had such a department. The past year, however, saw no less than a half dozen universities offering the four years of specialized work, with a full-fledged school at the University of Missouri, where a member of your association holds forth as Dean. Next September six other universities, including Minnesota and Colorado, will inaugurate like departments. These institutions are not only heeding the call made on them by students, but have been forced to accede to the demand made upon them by editors, educators, and men of public affairs.

It is easy to understand why students are eager for the work. Some of them have had a taste of newspaper life and those of us who have once been in the harness appreciate the fascination. Others choose journalism, as the more technical courses are chosen, because they are fitted thereby for a profession. A deeper reason for the popularity of the work lies in the fact that the courses of journalism give the student a broader and more practical foundation than a regular arts course or a technical one. There are a great number of high school students, and I venture a number of us were in this class, who of necessity must choose a calling and specialize at once, yet whose inclination is for more studies of a general cultural nature. The boy or girl may have a liking for literature or philosophy or history, but his parents are obliged to send him to college with the injunction "to get into something that will pay your way when you get through." As a result he chooses some form of engineering, or law, or medicine, specializes, becomes strong in that particular line, but sacrifices breadth. The ideal way, I suppose, would be for him to spend the four years in the liberal arts, then the three or four years in the technical course. But the average young man of today cannot afford the eight years' time.

Now this journalism training bridges over the English idea of culture, as best exemplified in our own Harvard University, and the German idea of specialization as at Yale. It gives the student the greater part of a liberal arts course, allowing him to browse around in literature, political science and government, history and philosophy, and at the same time gives him enough technical training to send him out at the end of four years with a profession. He has been laboring along the line of his inclination, and has made it fit into his work as a writer and editor; he has the breadth of knowledge so essential in a newspaper man, and understands the game of gathering and editing news.

But I doubt if the great universities of the country would have regarded the wishes of the students in the matter if there had not been another agency urging them to provide training for the coming newspaper generation. That agency is public opinion. Editors themselves are lamenting the fact that they are not as well informed today in law, politics, government and history as the editors of seventy years ago. There is a general feeling that the press is not making the best of its opportunities. In material and mechanical advancement, its progress has been short of miraculous. It is not too much to say that it has supplanted the pulpit and the platform, the text-book and the market-placce, but how about its influence? There was a time, it is said, that for a man to have a premature obituary notice published in a certain section of the New England press, was to kill him to all intents and purposes of the credulous readers. But that doesn't hold today. It is almost necessary now for the paper to publish a coroner's certificate alongside the death notice.

Say what we will, the large papers are losing their hold on their readers. "I saw it in the paper." "Ah, but that doesn't prove anything. Which paper?" is the usual reply. Readers have become skeptical; they are seeking motives behind politics. Some papers have abandoned their editorial pages altogether. I have two metropolitan papers in mind particularly. Why? we ask their editors. Because persons no longer read the editorials, care nothing for the expressions of the paper on public affairs. Those who do read them do so only to assign motives and then attack the principles enunciated. With the editorials abolished, the policy of the paper must be found in the way it handles the news. Whoever heard of more than a handful of men at a Republican rally in a Democratic paper? Who ever heard of a rousing and ringing speech of "Our Excellency, the Governor" in an anti-administration organ? A public official answers charges of malfeasance in office "laughingly" in one paper, but in the other paper the same carbon-copy answer is given out "angrily."

Since leaving the office I have had occasion to meet with a large number of newspaper readers who, knowing me to be engaged in training newspaper men, have spoken frankly of how they discredit most of the news appearing in the daily paper. One of your members said to me the other day: "Remarkable attendance you are having at the Exposition. I had seen stories of it in the papers, but was afraid it was only press-agent dope." And here is another significant fact. Nine out of ten of the freshmen who register for journalism have the idea that making a newspaper consists in the ability to fill it up with fake stories. There can be no doubt that with the higher class of readers the daily press is becoming discredited and the feeling is spreading.

The state of affairs is brought about not because the newspaper profession has a lower standard of morals than other professions. There is not a more upright, generous and honest body of men anywhere than those found in the newspaper profession. No, the cause of this growing discredit lies in another direction. First, in the prevailing economic conditions, which prevent the real editor from owning the paper; and the second, which is more reprehensible, where the owner has political ambitions.

There are only three or four Greeley papers today in our large cities. The immense capital required to carry on a great daily makes it impossible for the real editor to own his paper. The owner and the paper's policy is too often found in the business office, where the staggering bills for

cable tolls, telegraph tolls, special service, the salary roll of five hundred men, and the enormous paper bills are to be met weekly. The owner is only able to build up such a business by bending his energies in other channels. Often he is associated with public service corporations, and it is too much to expect of human nature, when public intrests, whose guardian it is, and its own interests conflict, for it to deal fairly and squarely with its ward.

When the owner has political ambitions, his paper ceases to be the servant of the people. It no longer fulfills its mission as an impartial observer of events and as adviser and counsellor on matters political. The whole office force soon learns the politician who is the staunch statesman and sturdy patriot, because he is always in the headlines and quoted at length, and by the same token it learns the demagogue and the rascal. The best journalism and politics that seek personal aggrandizement can never be co-operative, and because certain owners are attempting to serve all the people and themselves at the same time, the whole American press is being brought into disrepute.

It is this growing distrust that has caused thinking men and women to wonder if the press is living up to its responsible position as teacher and leader of public opinion. The press will always remain the "regent of sovereigns, a tutor of nations."—we have no fear as to that—but we do feel that with these evils eliminated, its capacity for regency and tutelage will be greatly increased. It is this feeling that caused the public to ask the university to assist in raising the tone of the press.

And how will it be done? By sending out young men and women, intelligent, broadminded, fearless and morally-sound to assist in making and editing the papers of the larger towns and smaller cities. Here they will be able to own their paper, preserve their individuality, and as editor and owner of conscience, character and conviction who feels his responsibility to the whole people, and who is independent of the whole or any part, he will soon have a following in his section that can successfully combat the large daily which has forgotten or neglected its duty to its readers. As independent editor of his own paper and respecting his profession will the young man or woman graduating from the department be able to pay back full toll to the state for his education. It may be that I am too idealistic, but I would like nothing better than to see at the top of every editorial column of every paper in the country the following motto: "I have no political ambitions; I have no business affiliations; I have no ax to grind in any field."

I am not forgetting my young editor's relation to the advertiser. I should not be honest with him if I did not tell him how almost daily he will be called upon to decide between two radical courses of conduct. His biggest advertiser approaches him with the request to suppress the news that the advertiser's drunken son while on a joy ride has killed an innocent passer-by. Such a question has come more than once to me and to you, and I think you will bear me out that the only advice that can be given the young student is "to hew to the line and let chips fall where they will"; that in spite of temporary financial and social loss, in the end right and honesty must prevail.

I realize that what has been said so far is pretty idealistic stuff to come from a newspaper man and for the consumption of newspaper men. What you practical newspaper men want to know is: How does the university prepare men for such work as lies before him? The first thing the department tries to do is to teach the student to think clearly, to acquire what the lawyers call a "legal mind," to be able to see the many sides and quirks of a question, form a decision and form it quickly. Then the next thing is to teach him to express himself clearly and truthfully. "It is a long way from the eye through the arm and pencil to the paper," said an old German philosopher. An exact quotation from a public man often misquotes him. Accuracy of impression, rather than accuracy of statement, is the ideal continually held before the student. In fact, clearness of thought and lucidity of expression is the foundation of the four years' work.

Then the student is taught to grasp essentials. It is true that the news of today is the history of tomorrow, but not all the news is state and national history. It was the trained newspaper mind that saw history in a Fairbanks' cocktail. Since the journalist is teacher, the teacher should be better educated than his pupils. He is called upon daily to place an estimate on a scientific discovery, he must tell us the importance of a piece of literature or a play. He passes upon political, social, ethical and economical topics, and to fit him for these tasks the department is striving to have him grounded thoroughly in all that these fields represent. He will have a wider comprehensiveness of knowledge and will be able to apprehend more quickly the correct viewpoint of vital subjects. He should have all this; everyone admits it, and where is he to look for if it not to the university?

Training the student to look for the large significance of of passing events and to express himself truthfully and clearly, then, are the two fundamental phases of the department's work. He will also be taught to study human nature on every hand, and to individualize a character so that it can easily be distinguished from all others of its class. In the selection of feature stories the student will have his powers of observation whetted to a high degree. He soon learns that there is much of comedy and pathos in life all around him. To see things from another man's standpoint is no unimportant lesson in itself and to draw a lifelike picture

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of a tragedy or unusual happening, to recount a humorous incident, or give life to a man interviewed, are valuable assets for the young writer.

Short prose fiction is having its inning today. The man or woman who can tell a short story is in demand. In the seventeenth century the great lessons of life found expression in the drama, in the eighteenth, the essay;the nineteenth, the novel, and today it seems that the twentieth century will claim the short story. Poe's totality theory is at least justifying itself. So the student after developing his observation and expression, and combining the technique and mechanics of the short story may find his talent along this line. Last year two short stories, which were handed in by students for class work, were accepted by magazines of national standing. This study is the legitimate work of the department and while we do not expect to make all students short story writers, they are certainly better equipped to approach a magazine editor than if they had not learned the fundamentals.

The young writer is taught early that he must be both creator and critic. He stands little chance of writing a masterpiece until he can recognize a masterpiece. When a Becky Sharp, caught in a trap, disgraced forever, is made to admire her husband for traits of manhood she did not know existed, our young writer must be able to throw down his pen and exclaim with Thackeray, "That is a stroke of

genius." The student must develop a critical consciousness which will guide his pen and make well-meant work a reality. To attain this ideal personality he must write and study the masters, then write and study the masters. He describes a coyote, and then compares his effort with Mark Twain's celebrated "allegory of want"; he pictures a boarding-house through a sense of smell, then sees how Balzac shows us Madame Vauquer's boarding-house by the same method.

He must be able to recognize a well-written news story when he sees it. To this end a score of the best dailies in the United States are received by the department and carefully studied. Editorial policies and methods are exemplified in the different papers in the manner in which the same news story is written, handled, or "played up." Opportunity is given to study editorials on live subjects, and what is more important, to become familiar with the tools employed by the best editorial writers in the country. A New York *World* uses seven columns on the morning that Roosevelt leaves the White House; a New York *Sun* uses one word and that spelled "thru."

News is gathered by the students and written for the university daily and state papers. Correspondents in the department supply campus news regularly for eight daily papers. Last year these papers, excluding the three Seattle dailies, used eighty-six columns of news and feature stories from the department's students. The class wrote and edited the twelve-page magazine supplement of the Seattle *Sunday Times,* and two of the stories were appropriated en toto by a press association. The "college journalists" were the guests of the Seattle *Post-Intelligencer* staff on one occasion and went the rounds with the reporters, read copy at the desks and wrote heads. As further testimony of the active support of the press of the state a dozen prominent editors addressed the students during the year on various phases of the work.

This fall the department will have a press of its own, equipped with Mergenthaler, Meihle, in fact, with everything down to a quad-splitter that goes to make up an ideal printing office. The daily will be increased to six columns, four pages and will be supplied with a 12,000 word telegraph service of the United Press. A staff will be organized with students acting in the various editorial positions and reporting. On Fridays a "Sunday" edition of eight pages will be published, containing interesting and instructive feature stories. A weekly Alumnus journal and monthly literary magazine will be published by the department's students.

The department is working toward a school of journalism when professors from the law school, science, economics, history, literature and philosophy departments will give courses specially designed for journalism students. These respective subjects will be traced in bold outline, and the student will learn the broad principles of each without spending the time necessary to specialize in the subjects.

The first year has shown a demand on the part of young men and women for the work. A brighter and more eager group of students is not found in any other department of the university. The first year has shown that the university can give these students a broade r comprehensiveness of knowledge, and equip him with tools with which to express himself clearly and forcibly. The four years' training will install in the student a quick sense of the right and wrong of those problems which daily are met in the newspaper office, and by precept we hope to guide him safely past snares that the rest of us found only by bitter experience. The university has shown that it can teach men the practical work of journalists, those ins and outs which go to make up the every-day life of any profession, and it proposes to place its graduate in a newspaper office so familiar with the work-a-day details that he will not become rusty in the other more important lines while working them out. To be sure, there will be much left for him to learn in the office; the university does not pretend to turn out a full-fledged managing editor any more than a conservative school of law or medicine pretends to turn out an experienced lawyer or surgeon. It believes, however, that training along certain lines in the university will do as much for the young journalist as it does for the doctor or lawyer, and with everything else equal the university trained newspaper man will be better able to benefit society and the state than the so-called self-made newspaper man.

The university can do all this for the man who intends to follow journalism. To deny it, is to challenge the principles on which the university is founded, is to say that our state institutions are no longer fitting men and women for the larger problems of life.

Editing a Country Weekly

BY CAROLINE A. HULING, THE BOOKSELLER, CHICAGO

OTIVES underlying the publication largely determine the editorial conduct of a country weekly newspaper, and often there are many. Probably most papers are started by men having a taste for the business, as a means of support, but ambition for political preferment is frequently at the bottom of editorial activity. Ambitious politicians who establish a personal organ, or subsidize one already started, are not altogether unknown. A patriotic desire to serve the community as member of the state or national legislature, and incidentally to promote his own interests, leads many a rich man into journalism, although he may not appear as editor of the publication which his money sustains, and the policy of which he dictates.

Most papers of this class, however, are doubtless owned by their editors, who are men of sterling character, great conscientiousness, independent and fearless in their work, and who are largely animated by a desire to really serve the community wherein they live. Of this class was he who placed at the head of his paper, over a century ago, the motto:

> "Pliant as reeds, where streams of Freedom glide;
> Firm as the hills, to stem oppression's tide."

Thus were the principles of the *Vermont Gazette,* or *Green Mountain Post-Boy,* proclaimed, when established at Windsor, Vermont, in 1781, soon after the close of the Revolutionary War. The sentiment is phrased in somewhat archaic form for this day, but many editors live up to the principles thus expressed by my great-grandfather. Some editors there be who are imbued with the idea that a local paper is a "quick get rich" scheme, a short and easy road to wealth, but they soon learn their mistake and seek other fields of enterprise. The real editor would rather be at the head of a live newspaper than do anything else, regardless of a lack of adequate compensation from the talent and effort involved in conducting the business.

We are apt to smile at the idea of a country editor becoming rich, but the methods of journalism are changing, as in other lines of business, and newspaper men are reaping the harvest of their efforts nowadays, like the Indiana authors, and, like George Ade, may become wealthy gentlemen-farmers. It was rumored that several of the Editorial Association bought Canadian land last year, and many of them will take the Alaska trip this year.

The ideal editor, he who holds his calling sacred and whose opinions cannot be bought or sold; who serves his constituency with the fidelity of the priest for his people, or the family doctor for his patients, deserves the place of honor in the category. He it is who labors for the work's sake, unmindful of the pecuniary rewards; who espouses the cause of the poor and oppressed against the rich and powerful. There are, and have been, many such—all honor to them—as the pages of history prove. Any one familiar with the annals of journalism will have no difficulty in recalling names of heroic editors who have given their lives for their principles. When the microbe of journalism enters the system of the individual who must be an editor because he cannot be happy otherwise, there is no other course to pursue than to allow it full scope, though the indulgence of the impulse may bring pain as well as pleasure. No other vocation makes greater demands upon its devotees, nor can any derive more sincere enjoyment from doing his duty than does the ideal editor. The real newspaper man (who may be a woman) literally goes without food and rest cheerfully, at the demand of the profession, and is happy in so doing.

The country editor is a leader in his community and the most of his readers will quote from his pages with full assurance that "if you see it in *The Sentinel,* it's true." To his credit let it be said that the many privileges and per-

quisites of his office, and the regard of his readers, rarely affects the size of his hat. The sense of power that is felt by the man who owns and edits his own paper (untrammelled by the fear of losing his position, should he express sentiments contrary to the views of another), is indescribable, but none the less real, as I learned to understand as an editor's daughter. Doors which were closed to the general public swung open to "the editor"; and then did we not have complimentaries to the circus, with seats in the manager's box? To say nothing of personal conduct through the side-shows. But, jesting aside, none can realize the fullness of the editor's life more than the editor himself. Many of his readers take no other periodical unless it may be one published by a religious denomination, and a single magazine; thus the country paper has many departments to fill. The outside pages are usually devoted to miscellany, stories, household affairs, cooking recipes and plants for inexpensive dwellings. One of this type lies before me now, published within the limits of Greater New York, yet bearing all of the marking of a country weekly, for it serves a small section of the great city just as a real country paper does a little inland hamlet. The ready-print factories provide generously and well for the needs of such editors, but there are some who feel their obligation to their readers too strongly to use this labor-saving matter. Though by no means despising the aid of the invaluable scissors and paste-brush, my editor feels himself responsible for the personal selection of every line admitted to his columns, though it is probable that not one of his readers would know the difference if he used a "patent outside" complete.

Perhaps it is well to be duly cautious; he may thereby avoid the error of one who left the "editing" of his plate matter to his foreman, who astounded his readers by publishing an exciting account of a South Dakota blizzard (of six months previous), in his telegraphic column in midsummer. But all make mistakes once in a while.

"All the news that's fit to print," is the aim of a real editor, in the conduct of his local pages. Personal scandals are barred, even though their publication would enhance the sale of his paper. He is ever mindful that he caters to the family, and steadfastly refuses to print anything which might shock a modest maiden to read. The misdeeds of those whose acts affect the community are not suppressed, however, regardless of the fact that they may be committed by men high in power, with great influence. That men whom he exposes may have power to seriously injure his business rarely affects the peace of mind of the conscientious editor who feels constrained to do his duty to his constituency, and takes his work seriously. His opinions are not bought with a price, even though the very bread of his children may be jeopardized through his fidelity to his trust.

One editor whom I knew well, had four libel suits, which were the direct results of this idea of duty. None of them were ever brought to trial, nor did he ever retract or make any effort to settle them out of court. In one case the summons and complaint (in a civil suit for damages), was composed of extracts from the libelous articles. By no means intimidated, this brave man published the document, then published his answer, and later, got leave to amend and republished the document entire, to the amusement of his friends and the confusion of his foes. This plaintiff was a leading lawyer and a former judge, yet he dared not push his suit to an issue, for he had stolen the money of depositors in a bank in which he was a director, by means of bogus notes for money loaned ostensibly, to irresponsible persons.

The daring of another editor is told in a family history, privately printed:

Matthew Lyon, a remarkable man of his time, published *The Freeman's Library,* in Franklin, Vermont, in the latter part of the eighteenth century. His editorials were radical and censorious, bitter and denunciatory, and were directed against the administration of John Adams, then president of the United States. This bold editor was indicted and summoned to trial under the "Alien and sedition law." He was convicted and "amerced" in a fine of $1,000, and was sentenced to serve six months imprisonment in the jail in Vergennes, Vt. This conviction ruined his business, but such was his ability that, after his removal to Kentucky, he was elected to Congress and served from 1803 to 1811. In 1820 he was elected from Arkansas, as a territorial delegate, but did not live to take his seat. He had previously represented Vermont in Congress, thus serving from three States. This man was what was termed a redemptioner, that is, he came to this country from Ireland, and having no money to pay his passage, was sold as a servant, to meet the amount. He afterwards became a man of considerable property. There were others equally brave in the "good old colony days," who aided in making this country what it is today. Col. Lyon was a partner of Judah Paddock Spooner, my great-grandfather.

Libel suits used to be taken more seriously than they are now, when they are considered good advertising for an enterprising newspaper.

Questions of public policy and general interest; local, state and national politics, should be carefully treated in the editorials of the country editor, to the best of his ability, and in consonance with the policy outlined by him for the conduct of the publication. Some editors carry their personal opinions to an extreme length, seemingly oblivious of the fact that they may be breaking faith with their people in so doing. An editor of a reform journal, whom I enjoyed a personal acquaintance with, used to emphasize certain passages with an oath, and the readers of that paper liked the "vigorous" language, but not long after this editor was converted and the mildness of the language used thereafter lost a number of subscribers to the journal. A certain magazine (one of the so-called "fadazines"), which is very popular, is so coarse in its language as to disgust many, though they can but laugh at the witty articles. Such things, however, will not do in a newspaper which is to be read in a family circle.

Photo by Ida J. Palmer

CAROLINE A. HULING,
The Bookseller, Chicago, Ill.

What the average editor refrains from printing, from various considerations, would often be found far more interesting than that which actually appears in his pages, yet we, who live within sound of the cries of the newsboys selling the "yellow" journals of a great city, may well wonder whether their editors do not strain their imagination to distort facts, and invent fiction, to make sale for their scandalous publications.

The newspaper which enjoys the confidence of the community is the mouthpiece for such favorite contributors as "Pro Bono Publico," "Justitia," and their kind, who delight to pen communications to the dear public on affairs of

the day, and proclaim their opinions on momentous matters. They add to the interest of a paper and help to educate its readers on moral, ethical and political questions. It is well to cultivate this class of contributors. They add variety to the articles published, which are sure to be read with great interest by a select circle of friends of the writers. Retired clergymen and public school teachers are to be found in this class. In this way the people generously assist the editor.

Perhaps one of the greatest annoyances to an editor is the well-meant but often valueless advice of the laity as to the conduct of his publication. It is strange that persons having no practical experience in publishing a paper should arrogate to themselves the position of counselor to the editor, in the management of his own business.

I have had my own experience in this line, but when publishers told me that I should give more space to telling my readers of the big editions of their books, "just as a matter of news," regardless of its value to them as advertising which they did not wish to pay for, I could hardly consider their advice disinterested. An amusing incident occurred some years since when I was publishing a reform journal. A dear old lady, who feared that my paper might injure another, in which she was interested, suggested that I divert it into a magazine for "working girls." I did not believe that there was a demand for such a periodical, but was unwilling to argue the question, so I closed the matter by proposing to allow her to bring out an issue as an object lesson to me. To my secret amusement she replied:

"Oh, La! I don't know anything about running a paper, but I asked my maid if she would subscribe to one published for girls, and she said that she would." Thus I was guaranteed a single subscriber, but as that would not pay for the white paper for one issue, I concluded not to make the experiment.

Another time when an interested party took exceptions to some trade news matter which I had published, I put a page of space at his command, *provided* that he would affix his name to what appeared thereon. This he declined to do and, as I would not assume the responsibility, I did not use the article. I offer this as a suggestion to brother editors who are troubled by amateur assistants. It is an excellent way to get rid of them.

The man who seeks political preferment for his own benefit must have some means of reaching the public and manufacturing public sentiment sufficient to elect him. Many of this class will buy, or establish, a local paper for this purpose; but there are many "personal organs" in politics which do not make financial drafts on their candidates, at least they do not demand their support openly. Thus it was well known that the Albany *Argus* was the personal organ of Grover Cleveland for many years. My brother was court and legislative reporter, and city editor, on the *Argus* for a number of years, which made me familiar with the staff. Daniel Manning, its managing editor, and Daniel Lamont, a reporter, both occupied seats in the presidential cabinet as rewards for good service on the *Argus.* Thus journalism has its compensations which may some time be well worth having.

The ordinary political aspirant who seeks to control votes through his editorials, often keeps himself in the background, only the select inner circle knowing his connection with the paper. He is not a real editor, and he makes mistakes. With eye single to his one selfish purpose, he cares little about what else may appear in his publication, so that his own claims to office are well set forth. He does not know that a paper without circulation has little influence, and that the "good-will" of a journal is a very valuable asset. He is often unwilling to employ competent men on the staff to make fair reports of the petty happenings of a small place, which go far to keep up the interest of a community in its weekly paper. The "cub" reporter who essays to "enter journalism" at any cost, and will sell his services cheaply, finds a position on this class of papers. One of these wrote of a war-song concert that the music was too "classical to be appreciated by most of the audience." Perhaps it was because they were too young to know the thrill which their elders felt as they listened to "Rally round the flag," "Tenting to-night on the old camp ground," "The vacant chair," and similar "classical" compositions. The efforts of such youths are apt to amuse readers possessed of a sense of humor. Others, who take their pleasures sadly, will be disgusted at their ignorance.

Poor Mr. Opp, the creation of the facile pen of the author of "Mrs. Wiggs of the Cabbage Patch," is a type of this class when he attains to the dignity of full editorship. This ambitious but illiterate man, delighted to pen pompous editorials, one of which I quote. The name of his paper was the "Opp Eagle":

"The great bird of American liberty has soared and flown over the country and lighted at last in your midst. The *Opp Eagle* appears for the first time today. It is no money scheme in which we are indulging; we aim first and foremost to fulfill a much-needed want in the community. The *Opp Eagle* will tell the people what you want to know better and at less expense than at any other method. It will aim at bringing the priceless gems of knowledge within the reach of everybody. For what is bread to the body if you do not always clothe the mind spiritually and mentally?

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"The *Opp Eagle* will, moreover, stand for temperance and reform. We will hurl grape and cannister into the camps of the salloonatics until they flee the wrath to come. Will also publish a particular statement of all social entertainments, including weddings, parties, church socials and funerals. In conclusion, would say that we catch this first opportunity to thank you in a collective manner herein for the welcome you have ordained *The Opp Eagle.*"

Queer as this may sound, it is doubtful but that every editor here present may not have read something equally pretentious and amusing in some of his exchanges at various times. Mrs. Rice typifies the ambitious editor who delights in fine phrases and high-sounding words, regardless of their meaning or applicability. He takes himself far too seriously, for he has no sense of humor.

But there are problems ever confronting the real editor which are worthy of consideration. Perhaps the first, an ever-present problem, is how to increase the circulation. I shall leave premium schemes, and excursions for pretty schoolma'ams, to the circulation manager to discuss, confining myself to the editorial department, for it is my belief that the most effective way to promote circulation is to make a paper so good that everyone in its territory will want to subscribe, and will feel that he cannot live without it. I have heard of but one periodical which had too many subscribers. This is a magazine published in Chicago, and a newsdealer told me of it. He said that it was so expensive to print that it cost nearly all that it was sold for, and, as it could not raise its advertising rate, a larger circulation would mean bankruptcy. I wonder how many editors will believe that story.

The personal equation enters largely into newspaper work, thus Horace Greely made the New York *Tribune* by his strongly individual conduct of its pages; Charles Dana made the New York *Sun;* James Gordon Bennett stamped his personality upon the *Herald,* as Joseph Medill did upon the Chicago *Tribune,* and the prestige given those, and other papers, by editors now among the silent majority, has made them powerful long after the brain that molded their policy has crumbled into dust.

Some papers are famous for their brilliant editorials, thus, "What's the matter with Kansas?" made William Allen White and the Emporia *Gazette* famous. Probably few country editors ever develop great brilliancy in penning editorials (perhaps they are too busy with the details of the business office), and those who do will not remain "country" editors all of their life, for they will respond to the beckoning fingers of the city managing editor, and naturally gravitate to the metropolis. The average reader of a local paper cares more for a complete record of neighborhood happenings than he does for a fine report of President Roosevelt's adventures in Africa. What he likes to see in his home paper is a notice of the arrival of the stork at the parsonage; that the village druggist has put plate-glass windows into his store; that Lawyer Jackson has bought an automobiile and is about to transform his barn into a garage. Perhaps John Smith, the drygoods merchant is laying cement sidewalks in front of his house, when his neighbors are content with planks. This is good advertising for the merchant, indicating a prosperous business. All of these items are legitimate, even though they may seem petty to the casual reader. They are significant of progress in the little community, and are read with avidity by residents, and especially by those who, having moved away, retain an interest in their former home. A paragraph telling of the burning of a stable, during a high wind, thus jeopardizing the safety of several houses, has more value to the readers of a local paper than an earthquake in Sicily, which is too remote to affect the population of Smithtown. Perhaps some rising peanut merchant of the place is an Italian whose family remain in the earthquake zone, in which case that catastrophe at once assumes a local interest, which is worth a paragraph or more, according to

the status of the citizen. The editor who appreciates his opportunities will make the most of even such seemingly trivial connection as doubtless most of my hearers do.

The largest and best of our city dailies use very small items which many wonder at, as for instance, when a two-column picture is published of a young woman who is simply to sell candy, or programs at a charity entertainment. A prospective bride is always of interest, although she may not have a prominent social position, and may be unknown outside of her own little circle. This is a recognition of the principle involved in the above paragraph. A picture of a faithful maid who has served one mistress for many years, is worthy of a notice and having her portrait published, which no less a paper than the Chicago *Tribune* recognizes. Incredible as it may seem, in these days of wandering and elusive housemaids, there are such paragons to be found and "when found, make a note of 'em," as they say, for well do they deserve the exploitation by enterprising journals. The very fact that these items are read indicates their interest and vindicates the wisdom of the editor in publishing them.

In a little suburban town, where I visit, occasionally, the editor of the paper keeps a box at the street door of his office labeled, "Items for the Reporter," into which anyone is privileged to put communications containing news notes. Thus he places the entire population on his staff and suggests volunteer service. To make such service more efficient I would adopt the plan in use on some city papers to obtain another class of contributions: viz., I would offer prizes for the best item thus sent in each week. Books sent for review, and similar articles might be used as prizes or $1 be given. This would stimulate competition in the contest and would secure many items free of cost to the paper. This offer should be well advertised and a special effort made to enlist school children and young people in the work. Even the smallest item, turned in by a child in the primary grade, will increase the interest in the paper, as others will want to try their hand at writing for the paper, and parents will be watching for matter sent in by their own little ones. In no other way can the entire community be made to consider the paper as especially for them. When this is attained an editor may feel proud of his consituency, and that he has secured all the subscriptions available in town. Should some members of the junior staff show especial diligence and ability, a small stipend, or "space rate" will further stimulate them to effort in news-gathering, in which they will take great pride.

The advertising manager may then recognize his opportunity, and if he cannot persuade every business man in his territory to take space he should begin a campaign of eduvation, to convince them of the value of the right kind of publicity.

The average editor neglects many sources of items, or works them spasmodically, rather than regularly. Possibly this may be from a multiplicity of duties, which include the business management and, too often, the principal part of the mechanical department. Proper system will enable him to get others to work for him; and, like Mark Twain's inimitable Tom Sawyer, they may be made to feel it a privilege to contribute to the paper. Ministers who are so closely connected with the three great events of life, in christening babies, performing marriage ceremonies, and officiating at funerals, should be called upon regularly for news. Some of them are greatly gratified to keep themselves, and, incidentally, their congregations, well before the public. Other professional men are also valuable sources of information interesting to their fellow citizens. They are busy people, however, and cannot be relied upon to turn in their news unsolicited, nor are they always good judges of what constitutes news matter, hence it is well to call upon them frequently and to make some return for their service, though it may be but slight.

Doctors have many an interesting item in the course of the year, in the line of their professional work. It is not good form to say that we are glad to hear of the death of a prominent citizen, but we would not like to omit an obituary notice, even though the dark angel made his presence felt just as we are going to press, and his visit was unheralded. It were even better to hold the forms for a short time, rather than defer the notice until after the funeral. With the aid of the ubiquitous telephone, data for a correct notice may be quickly gathered, and the swift Linotype, or Simplex, will rush composition.

My father made much of his "About the County" items, and had a special correspondent in every hamlet of any size, in all parts of the county. Such a department, well maintained, will stimulate the circulation materially. A tour of such places may be profitably made at frequent intervals, promoting the work of local contributors. Teachers, storekeepers, rural free delivery carriers, and ministers make excellent correspondents, as they are apt to hear many a choice item in the course of their regular business.

Political affairs are a fruitful source of "copy" as every editor knows. Where there is but one paper in a small place, it is apt to be violently partizan, neglecting the opposition party to promote the one of his choice. While it is conceded that party patronage, in the way of job printing and some advertising, is a valuable factor in sustaining a paper, which few editors can afford to overlook, it is good journalism to present news items of all happenings, including fair reports of the meetings of the opposition party and other matters that may not necessarily embody an endorsement of its political tenets.

A peculiar condition presented itself during the last presidential campaign, when not a single daily newspaper in the great city of Chicago supported the democratic party. The *Tribune* opened its columns to a certain amount of matter each day, furnished by the press bureau of that party. Possibly the space was paid for, but that did not effect the fact, and many caustic criticisms were made upon the subject. Old readers of the paper objecting to such use of space which they preferred to see filled with what was of greater interest to them. Such a condition would have been impossible a generation ago, but nowadays journalism triumphs over partizanship, and the editor who recognizes this fact profits thereby.

That "men are but boys grown tall," is paralleled by the fact that great metropolitan journals are conducted upon substantially the same principles as are those published in the smallest hamlet, and the country weekly may well take a few lessons of their urban contemporaries. Nearly every city daily devotes considerable space to charities and civic betterment, the country weekly can do nothing better to popularize itself than to promote reforms and the work of village improvement societies, women's clubs, and the like. These latter exercise a most wholesome influence on the community and tend to break down the lines of separation fostered inevitably by churches. It is but natural that persons of the same religious faith should gather themselves into little groups, and become clannish. These are broken up, and their members harmonized and broadened, by clubs and fraternal orders. The wise editor will do much to keep these associations and their activities before his readers, and he will find it profitable, withal.

A woman on the reportorial staff is a good investment, even though her services must be utilized part of the time in other ways. Many a girl-compositor blossoms out into an excellent reporter, but all else should be subordinated to the more important work; nothing should be allowed to interfere therewith.

Personal items of the right kind are desirable for a local paper, and they add greatly to its favor with those who are thus signalized. Pleasant personalities (and no others should be published), promotes prosperity in the village paper. Truly, "we all do like to see our names in print," and many who are really retiring by nature, will read dignified, correctly phrased items about themselves with pleasure and a secret pride. Though they may not buy extra copies of the issues containing them to send to their friends, the publication has won their regard and kindled a feeling which ensures retaining the names of such persons on the subscription list indefinitely. Names count for much if used in the right way. Personal mention goes far toward pleasing the absentee subscribers, those who have moved away from the place, yet retain sufficient interest in their old home to like to read about its happenings, in the weekly budget of news.

No editor who fully appreciates his opportunities will neglect the schools, for parents are always pleased to read pleasant paragraphs about their children. A good notice of the Friday afternoon "literary exercises," will hurt no one, while gaining the favor of teachers, pupils and their parents. It goes without saying that the programs of the "last day," those miniature commencements of the village schools, deserve considerable attention. So many of the children bid adieu to teachers at the eighth grade that they have no part in high-school, or college festivities, hence should have the more attention in the home paper. There are many minor events in the school year which are too often neglected, that help out in making good copy: birthday celebrations of great men, patriotic dates, Memorial Day, Flag Day, and the like. These notices should not be overdone, but should be handled in a dignified way, free from any suggestion of fulsome com-

pliment either to pupils or teachers. It is a safe rule to avoid surperlatives in descriptive, since if all of the adjectives or adverbs are used in writing up minor events none will be left for the more important ones, and there is a loss of force overdoing the complimentary. Many of my hearers will recall with amusement the florid puffery of amateur reporters in treating similar entertainments.

Happenings in the churches, Children's Day, Mother's Day, festival observance, weddings, confirmations, the doings of the ladies' aid societies, repairs and improvements to the structure, song services, etc., all offer opportunities to the wise editor to pen winning articles that strengthen the loyalty of the better class of citizens toward their own paper.

Civic pride and all that makes for the betterment of the community may well be fostered by the model newspaper. Purely as a matter of business it is well to cater to the better element, rather than to favor the lower class. Not a month ago I heard a child make the comment on the village paper, "it favors the lower classes," and I thought that its editor ought to have heard the remark. A donation of $25 from a saloonkeper, in the guise of an advertisement, may look bigger than the dollar a year from an officer in a church, but when it is noted that there are hundreds of church members to one liquor dealer, the real support of the paper comes from the more respectable citizens.

Hotels, the postoffice, railroad station, suburban trains, and stores are fruitful sources of good items, properly handled. The editor who understands his business will not overlook these places in his hunt for news.

The relation of the business office to the editorial department is not always fully understood, especially when the editor is an employee. One, who ran a flourishing job printing office, made it a practice of giving each patron a business notice in the paper, in proportion to the value of the job. Perhaps this might be considered making his space too cheap, but it was good advertising for the printing office, and some of the items had a value for their news feature. After living in the city many years the pleasant little changes of courtesies between the editor and his advertisers are apt to be forgotten, but I recall my first experience in soliciting advertising, which dates back to childhood. I believe that I was but eleven years old when I made my first contract. It was an exchange; I saw a pretty pink bow in the window of a hairdresser and timidly promised a "nice notice" if the kind woman owning the place would give me the ribbon. She did so and I "made good," perhaps I should add that I also made a good friend for many years thereafter. Probably some of the members of the National Editorial Association may find that a pleasant paragraph telling of the prize cattle displayed in the butcher shop, may be recognized by the receipt of a fine roast cut from that same fat steer. It is well to cultivate the good will of merchants by similar notices, complimenting the fine appearance of their show windows, or telling of the receipt of new stock; most editors realize that this is also profitable.

The personality of the owner enters largely into newspaper work, as it does into all other business. The editor cannot be a snob, nor can he cater strictly to the higher social classes. He must remember that he is publishing a *news*paper, first of all, and that news may be obtained for all kinds of people. No class of persons are so strongly individual as those who dabble in literature, as editorial work may legitimately be called. The tastes and interests of his constituency must be considered in conducting a paper, and the greatest intelligence and broadest culture are not any too good for the business. The more that an editor knows the better he will serve his people, with due attention to the details of the publishing end, the greater will be his reward in cash receipts.

A man who was selling an encyclopedia, once called upon an editor of my acquaintance (not a member of my family, however), and found his wife keeping the office open during his temporary absence. She insisted upon learning the object of the call and, on being told, curtly dismissed her guest with the remark that her husband was all the encyclopedia needed in that family; so, presuming that others editors are equally wise, I draw this paper to a conclusion. Amusing as this may seem, there is a fair amount of truth in it, for the man who would succeed as an editor must be well informed upon many topics, even though his knowledge be encyclopædic in its brevity. To attain this high grade of intelligence he must be (as he generally is), a voracious reader of the best journalistic models, and be well posted in magazine literature, since many important questions are now treated in the magazines which aid in the understanding of problems of the day. Books are desirable, but are not so necessary, since few editors can spare the time to read, even in the special lines in which they are mainly interested. He must be abreast of the times in all popular movements, if he would be, what he should be, a leader in his community, taking his place naturally, and by right, among its best citizens.

Profitable Features for Small City Dailies

BY E. P. CLARKE OF THE RIVERSIDE, CALIF., PRESS

HAT an age of specialties this is; we have specialties for all kinds of physical, mental, legal and even financial troubles; we have department stores where everything is classified and separated; we have special papers and magazines for all sorts and conditions of men, women and children; and more and more the daily papers are meeting this condition by a classification of their matter under department or "feature" heads. This is no freak idea but a recognition of the fact that people are interested in special things—the women in clubs, or churches; the men in lodges, politics or automobiles, and all of us in the home baseball nine. This is a busy age and the average reader of a daily paper does not read all there is in it (even though it is all "good stuff"). He wants to be able to find the things he is most interested in readily, and that is why the make-up of the paper and the classification of its news is of the highest importance. The most successful of the great dailies are those that most effectively and intelligently carry out this principle of the grouping of matter.

Within its limited field, the small city daily ought to follow the same rule. We will all concede that the telegraphic news should be separated from the local matter and the editorials from the market review; and the more widely we can apply this system of classification of matter, the better pleased our readers will be.

It may add to the gaiety of nations to sandwich a notice of the meeting of a ladies' aid society in the local columns between an account of a horse race and a report of a divorce case, but the average reader will much prefer a classification of the news so that he will find court reports in one place, church items in another and sporting news in still another.

And the editor or publisher who is getting out a paper in a city of 5,000, 10,000 or 20,000 population ought not to settle down with the idea that because he cannot afford a corps of special writers and a lot of syndicate matter he must dispense with special features such as are made prominent in the big dailies of the great cities. Some of these papers, especially in their Sunday edition, have such a multiplicity of special features that you have to wade through a bushel basket of white paper and rainbow-colored supplement monstrosities to find the particular things you want to read about.

My own newspaper experience, covering a period of almost 25 years, has been entirely on small town papers, most of it on a small city daily. I propose therefore to discuss this topic from the standpoint of papers of that class.

Let us consider briefly some of the features that are feasible and profitable for a small city daily. Any feature is feasible that is profitable; and any feature is profitable that strengthens the popularity of the paper with its readers and makes it indispensable to them, as indispensable as their supper or breakfast. The best asset for any paper is a body of well satisfied, loyal readers.

No daily paper is complete without its society column and that department of the paper may well include the activities of women's clubs and of many of the lodge and church organizations. The paper that women read is the one that is sure of a circulation that you cannot pry away from it; and no department will make a paper so solid with the women readers as one that deals intelligently and sym-

pathetically with the affairs in which women are interested. This work should never be done by some one who has a good natured contempt for social functions and club activities and it should not be done by some one who does not know the difference between a "tub" dress and a princess gown or has no more conception of the field of effort covered by a state federation of women's clubs than she has of the meaning of a page of botanical terms. A weekly review of general club matters and the wide range of modern activities of the modern woman can be made of great value to a paper, but the department, and all other work in this line, should be handled by a woman who is in touch with those things and in sympathy with them.

Some editors ridicule the idea of a church news department; but in many communities a majority of the families belong to some church and why should not due prominence be given to the activities of those organizations. The secular paper is not a religious publication and the editor needs constantly to be on his guard against the zeal and fanaticism of people who want to draw his paper into religious and denominational controversies; but there is news regarding the churches, the Young Men's and Young Women's Christian Associations, that is legitimate and interesting and it can be best handled as a rule under a department head. Let it be distinctly known that it is news you want and not sermons or essays on controversial subjects and you will have no trouble in getting it.

Some 15 years ago I started as a feature of our Saturday paper a "Layman's Talk" on the Sunday School lesson. One of my contemporaries soon after got off a good joke on me to the effect that when the children of our city were bad, the mothers frightened them into goodness by threatening to read to them the *Press* "lay sermon." Nevertheless the feature has proved a popular one and syndicate articles on the international lesson are now used in a majority of the daily papers of the country. Some of these are good and others, if not bad, are at least indifferent. I believe a review of the lesson written by some one connected with the paper, or some local person, is preferable to a syndicate article, as local matter is always better than syndicate matter. Frank L. Dingley of the Lewiston, Me., *Journal*, has been writing a Saturday night talk on the Sunday School lesson for the last twenty-five or thirty years, never missing an issue (in fact, I think the *Journal* is the first secular paper in the country to inaugurate this feature; I know I got my idea from that source and I think I am quite a pioneer in that field). One good feature of Dingley's lesson study is that he brings in some timely comments on local and state politics and reform movements that add much to the interest of the feature. And I see no reason why any paper cannot follow that one.

A musical department is a popular one but it wants to be edited by some one who knows the difference between a Beethoven sonata and a rag-time waltz. And here again the local flavor should be made prominent. A ten-line item about a local church choir is better for the average country daily than a half-column critique on the latest operatic success of Nordica or Caruso. If you have no musician on your staff, get some good local musician to edit this department on space rates, but do not allow her to use the paper as a channel for venting her petty prejudices and personal spites.

The lodge news ought to be prominently featured for practically every man in every American community belongs to any where from one to seven lodges and the women are now a close second in this regard. But do not allow the lodge column to be made the medium for free notices about entertainments that ought to be paid for at the line rate. Kindly but firmly refer matter of this sort to the business office; and you will have to watch this proposition with an eagle eye, for next to the church worker the lodge booster is the most skillful and persistent seeker for free advertising there is in the land.

The sporting column has become as indispensable as an editorial column and I do not know but more so. As in musical matters, here again it is important that the department be handled by some on who knows something about it. A man does not want to be turned loose on this work who does not know the difference between a base hit and a passed ball, or between a touchdown and a goal from placement.

The auto must be given a prominent place in the sporting news of an up-to-date paper and it has become necessary to educate some one about the office to a knowledge of at least the technical nomenclature of the modern hurryup wagon. He ought at least to know the difference between a runabout and a touring car and to have som glimmering idea of the difference between two cylinder and four cylinder cars. Here, again, you must be on guard against advertising matter that is so skillfully worked into readable auto "dope" furnished by manufacturers and dealers. Even great news gathering organizations like the Associated Press and the United Press allow themselves to be worked for columns of better than "next to pure reading" advertising stuff about the achievements of particular makes of cars that are making runs across the world or the country. That stuff ought to be paid for at space rates. And if a thrifty institution like the Associated Press can be fooled, the average country editor may be looked upon as easy game. News is one thing; commercial advertising to sell cars is another; and some of the alleged auto news should be received only on the C A D (cash in advance) basis.

Every county seat paper should make its county correspondence department a prominent feature; and almost every small city that is not a county seat has suburban territory that can be featured in this way. We cannot expect a subscription list from this outside territory unless we represent it in the columns of our papers. And I believe the day is past when we can expect to have this matter furnished by correspondents simply by sending them the paper. If the department is worth while at all, it is worth paying for. Use the blue pencil freely on your correspondents' letters until they learn to send live stuff only and in terse, readable form, but pay them for the matter you use. Pardon a reference to my experience. The *Riverside Press* is printed in a county of 25,000 or 30,000 population, about half of which is in the county seat. We have twenty country correspondents; we pay about $75 per month to them; and I have no hesitation in saying that the money is well invested.

Fortunate is the editor whose paper is located in a town having a college or similar institution; for that should be a rich mine of news. But if we are not all so favored in that respect, we at least have the public schools, attended by practically every child of school age, and objects of interest to every mother and father in the community. We ought to give more prominence than we do to their activities—manual training, domestic science, the study of birds and flowers, debates, basketball and a score of other things; and the feature can certainly be made one of the most popular that a paper has.

Nearly every community has some industry on which its prosperity is based. In the city in which I have the honor to live, it is orange growing; and so we make a weekly report of orange shipment and review of market and orchard conditions a feature of our paper. In my judgment every progressive paper, daily or weekly, ought to have a feature of this sort. If it is corn or even hogs that you ship instead of oranges or apples, feature that. And if it is shoes or typewriters or coal or silver that you manufacture or mine, give prominence to that industry, and feature the number of carloads you send out. Thus will you play your part as booster.

Another feature that can be made very effective in advertising your town is a weekly and monthly summary of building improvements to which a review of real estate sales may often be added with advantage. If you have no city ordinance requiring the issuance of building permits, it is sometimes difficult to secure complete statistics on buildings; but buildings and material men are usually very willing to put a reporter "wise" on these things; and real estate men are always glad to give out information on important transfers of property. A newspaper record of these two lines of progress is splendid proof of the prosperity and growth of a city, more valuable and convincing than any number of "hot air" boom stories that do not get down to actual facts.

I have a decided impression that every editor present probably knows more about these special features and how to handle them successfully than I do; but possibly some one may ask whether it is best to accumulate the matter for some of these features and run them once a week or to make use of the material you have daily or every other day. I am not going to be foolish enough to write any general prescription; every editor must be his own doctor and decide on a treatment according to his own special conditions. The only suggestion I am going to venture is a sort of double-barreled one—do not hold "live" stories until they are "stale" and your contemporary "scoops" you. And on the other

hand, if you are to have departments or special features at all, do not run them so often that you only have a few stickfuls of matter to place under a big department head.

We have been considering "profitable" features; but we should not consider profit in the narrow sense of dollars and cents. The mission of a newspaper should be something higher than to make money. It is true we have to consider that phase of the matter, but we should always have a higher purpose. The newspaper is a sort of secular pulpit, a leader in all movements for progress and reform. And we should plan to publish such papers as will make that leadership most effective. Any feature that will make the hold of a paper stronger on its readers and so contribute to the power of that paper to mold and direct public sentiment is a profitable feature. Every paper does a work for the community in which it is published that cannot be measured or paid in dollars and cents and we ought to be proud of the fact. The paper should always be a little better than the town, never as poor as the town will stand. The editor should be a standard-bearer in the army of life; and it is the mission of the standard-bearer to carry his flag forward and let the army come up to it. He should never march in the rear and wait to follow the lead of some one else. The banner that we newspaper men ought to carry is a "stainless flag," blazoned with the stripes of fairness and made glorious with the flaming star of truth.

Developing Advertising on a Small City Daily

BY CARL ROE, UNION STATESMAN, WALLA WALLA, WASH.

SOONER or later the manager or proprietor of a daily newspaper in a city of ten to fifty thousand population, realizes that not everything comes to the one who waits. If he waits for the advertisers and subscribers to bring in enough cash to meet the payroll at the end of the week, he is going to be sadly disappointed, as can probably be borne out by every business manager of a daily paper.

Omitting the several axioms of the newspaper business, such as the "Circulation is the foundation upon which all advertising is based," "It pays to advertise," etc., I might say that even after a circulation has been secured, there is a good-sized job ahead for several able-bodied men to secure and maintain sufficient advertising patronage, at the proper rate, to regularly "make the ghost walk."

But, seriously, the problem of realizing on a circulation through the advertising department, and thus making a profit on the newspaper investment, is the ultimate aim of every modern newspaper.

Several books and many magazine and newspaper articles are in existence purporting to teach the novice and the old-timer "how to make a newspaper pay," but I will venture to say that while some of them may be helpful, each one of you who are engaged in the business of publishing a small city daily, either has or is working your problems out along lines peculiar to the local conditions.

What experience I have gained in developing the advertising end of a newspaper has been worked out in Walla Walla within the past three years. Formerly our single advertising solicitor put in his time on *local display* advertising, calling on the different merchants, trying to induce them to contract for space and then each day to get their copy ready. On some of them he called many times each day, according to whether or not the particular individual was an enthusiastic advertiser. After a while it dawned upon us that there were three classes of business men in the city from a newspaper advertising standpoint. To the first class belong the few leading and progressive firms who actually believe in advertising, are willing to pay money for the space, and who set aside a liberal amount for advertising each year. This class, it may be said, always prepare their copy carefully and regularly. To the second class belong the business men who sometimes believe in advertising and sometimes do not. When business is good in the city they are usually good for some space several days out of each week, but it is always an all-day's job for the advertising man to get their copy. To the third class belong those who never advertise and take frequent occasion to say that they do not believe in advertising.

After making this classification of the business institutions of the city it was clear that if an appreciable increase in the volume of local display advertising was to be secured it would be necessary to look to the second and third classes, rather than the first. The first class institutions usually kept increasing their space each year any way.

In looking about for ways and means of reaching the second and third class it was found that one of the great problems of the average merchant is the preparation of advertising copy. A development of this thought resulted in our writing the copy for a few of them. This proved so effectual that another man was employed and a copy-writing department added to the newspaper. More new business was run in the newspaper during the next three months than in any three years before. The ad-writer was kept busy by the advertising manager, or solicitor, and many of the second and third classes found themselves paying good-sized advertising bills on the first day of every month. The ad-writer furnished the copy on almost any subject from ladies' suits to threshing machines. He used page, half page and quarter page layouts and made himself a general utility man to the advertising business of the city, and a profitable adjunct to the newspaper. The copy for the ads for the Sunday edition were of larger size and ready earlier in the week, thus relieving to a great extent the rush on Saturday night.

About this time an analysis of the advertising pages of our own paper and those of other and larger city dailies resulted in a classification of the advertising business of a paper under three heads. The first is local display advertising; the second classified advertising, and the third, foreign advertising. By careful observation we found that while we had been developing the local display advertising we had overlooked the two other sources of income.

Attention was next directed to the classified advertising. After careful consideration another advertising solicitor was employed, whose time is devoted solely to the development of this branch of the business. Within two months the classified had increased from a bare two columns to over a full page. Most of this increase at first was made up of real estate advertising, being a few lines from a majority of the real estate firms in the city. Later a house-to-house campaign was begun. Sub-stations for the receipt of classified advertising were established in the suburban grocery stores and in the stores in neighboring towns. All of this was supplemented by plenty of advertising in our own papers. The classified solicitor soon came to be known all over the city and a very healthy increase in business was evident immediately.

Just now we are engaged in a campaign for foreign advertising, and results are in evidence, though we expect to reap more substantially later in the fall. The campaign for this line of advertising is carried on through our special agents and the general agencies, and the advertising journals, as well as direct to the manufacturers. A list of the advertising agencies is on file in the office, as well as a list of the leading foreign advertisers of the United States. Carefully prepared advertising of our papers is regularly sent to each, and then followed up by both form and personal letters. Every manufacturer has received a letter, to which is attached a copy of an advertisement carried in some other paper, setting forth the merits of our publication and the advisability of authorizing a contract with us.

Summer resorts, and school and college advertising is not overlooked as a means of increasing the volume of business during July and August.

While the greatest possible results cannot be expected in one year, yet some of them will each year become regular patrons of the paper.

These are the lines along which we are working and have been working for some time. And I take them as fundamental to every small city daily. Of course each step has meant the employment of one or more men and an increase in expenses, but each has also meant an increase in the volume of business that warrants the expenditure.

It will possibly be a revelation to the managers and proprietors of small city dailies if they should take the daily papers from other cities and carefully measure and classify

the advertising from day to day under the heads of local display, classified and foreign. You will probably find that you have been devoting your time to the local display business and neglecting the other two important branches.

What may prove profitable in Walla Walla, however, may not work out the same in other cities, but we believe a careful and intelligent analysis of the business of the average small city daily will reveal an opportunity to develop the advertising business.

Report of the Illinois Woman's Press Association to the National Editorial Association

SEATTLE, WASHINGTON, JULY, 1909.

Mr. President and Members of the National Editorial Association, Gentlemen and Ladies:—

The Illinois Woman's Press Association, a twin sister of the National Editorial Association, is preparing to celebrate its silver anniversary next June, full of vigor and enthusiasm. The year just closed has been the most active and prosperous in its existence. The reports rendered at the annual meeting, held June 3rd, were remarkable as showing a great amount of work accomplished and the largest balance in the bank in the history of the organization. Despite the large membership, now numbering, all told, nearly 130, the meetings have been conducted in the greatest harmony. The membership is divided into regular (105), asso-

THE CITY OF SEATTLE
BY ITS MAYOR AND COUNCIL
a Cordial Invitation to visit the
ALASKA-YUKON-PACIFIC EXPOSITION
to be held in this City from June the first to October
sixteenth, one thousand nine hundred and nine.

AN INVITING INVITATION

ciate (5), corresponding (2) and honorary members (8), fourteen having been added during the year despite the strictness of our requirements for those who would enter our ranks. The membership is on a strictly professional basis, every applicant being obliged to establish her connection with a reputable journal, either as editor, publisher, contributor or artist; or she must have published original matter in book form; or be a magazine writer. We construe the term "press" in a broad sense, hence do not restrict our membership to journalists. All classes named above are numbered on our lists including a few poets.

Geographically our territory is nominally limited to the state of Illinois, but actually we have members on the Atlantic and on the Pacific coasts, with a few scattered about between, for such is the hold which the organization has upon its members that they retain their connection after removing to distant points. Most of them reside in or near Chicago, hence all meetings are held in this city.

Two meetings are held each month, a social-program meeting the first Thursday of each month, from October to June, and an afternoon business meeting the middle of the month. The programs combine professional topics with entertainment, musical and literary. The principal number on the program is generally given by some writer or publisher of note, and the theme discussed pertains to the professional work of the club, or is instructive. Fine vocal and instrumental selections lighten the programs.

Of late years the Association has taken up a small amount of philanthropic work, making it part of the year's work to entertain the inmates of the Model Lodging House for Women, in memoriam of our beloved Frances E. Owens, and the old ladies of the Home for the Aged, in memoriam of Miss Asenath M. Brady, a member who passed away there last year. We are about to add a date at the Home for Incurables, in memoriam of Mrs. Fanny M. Harley, who went to rest a year ago. In addition to this we are accumulating a fund which will be devoted to the establishment of a home for aged and infirm women writers. We have about $400 in bank as the nucleus for this fund. The association was incorporated in 1907 to enable us to hold property.

A small publication in the interests of the Association was maintained several years and may be revived. It is our purpose to promote the welfare of members and other women writers in every way possible, and to cultivate social relations between them. To that end we are about to establish headquarters in the heart of the city and are hoping to take rooms with the Press Club, in its new building, 118 Dearborn St. The club has been most cordial to our organization from the date of its formation, the initial meetings having been held in its rooms and of late years our program meetings have been held in the library of the Press Club.

We have sent our new president, Mrs. Cornelia T. Jewett, to the National Editorial Association as our representative. As she will present this report in my absence, it is impossible to tell you how proud we are of her as a practical worker in journalistic lines, at the head of a publication of international circulation, the organ of the greatest body of women on the globe. Under her capable leadership we expect to accomplish a greater work during the present year, and in preparation for our silver jubilee next June.

Respectfully submitted,

CAROLINE A. HULING,

Executive Committeeman, Illinois Woman's Press Association.

Unsolicited Words of Praise.

COULD NOT THINK OF DOING WITHOUT IT

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed find draft for $2 for subscription to the NATIONAL PRINTER-JOURNALIST to April 1, 1910. I could not think of doing without this publication, which is one of the few that I take home to read carefully.

Yours truly,

MEXICO, MISSOURI, July 10, 1909. R. M. WHITE.

DOESN'T INTEND TO GET ALONG WITHOUT IT.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed please find $2 in payment of within bill for the N. P.-J. for another year. I suppose I could get along without it, but I don't intend to.

Yours very truly,

FARINA, ILL., January 10, 1909. A. S. COON.

COMBINES ALL THE GOOD FEATURES.

GENTLEMEN:—In my opinion, the NATIONAL PRINTER-JOURNALIST combines all the good features of the various other printers' papers. I established this paper December 24, 1908, and am lost without a good trade paper.

Yours truly,

HOSPERS, IOWA, April 4, 1909. JOHN S. RANDOLPH.

COULD NOT DO WITHOUT IT.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—I herewith enclose my check for which you will continue my subscription to the NATIONAL PRINTER-JOURNALIST, for it is so good I can not do without it in my business.

Yours truly,

HYDEN, KY., Jan. 20, 1909. H. C. CHAPPELL.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance,

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS—International News Company, Breams Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C.; G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER-JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, AUGUST, 1909

We have had occasion recently to publish from able addresses and papers, many excellent thoughts as to the value of associations, for the interchange of views and experiences, and for mutual consideration and collaboration of ways and methods, in carrying on the work of newspaper-making, printing, engraving and other useful callings, as well as for social enjoyment and uplift. These deserve careful study, thought and practical application. The higher the equipment and broader the view, the greater and more satisfactory is the success which is measured, not alone by the receipts in the business office, but by the good that is accomplished the influence and power exercised for general betterment. He is not most permanently prosperous, who keeps his eye alone on the cash box or the size of the bank account. People pay for services rendered and the greater the service, the more general and the more continuous the employment.

* * *

Discussions are sometimes had as to the value of the editorial department of the newspaper. That value depends upon its character.

* * *

In the remarks of Mr. Johnson, before the Kentucky Press Association, published elsewhere in this issue, are some very apt suggestions along this line of the useful character of editorials. While the object of a newspaper is to find the news and especially that news which most nearly concerns the residents of the community, city or state in which the paper circulates, it has, as Mr. Johnson suggests, a very important, useful and generally a properly appreciated object on work in the aiding to build up all worthy local institutions and industries and aiding of readers in forming correct opinions. Herein is found a field for the most effective editorial work.

* * *

The editorials are the very life and heart of the newspaper and are the medium through which a living interest, a trusting comradeship and a genuine confidence, respect and friendship, are kept up for the hope among the readers. Editorials should ever be candid, reliable, earnest, pointed, brief and on topics of the highest, immediate interest and usefulness to the newspaper's patrons. Through them, the editor shows his good will, his loyalty to his community, city and state and makes every reader to feel that there is a sympathetic life pervading every issue. The editor must courageously deal with and wisely and sympathetically interpret current events, first being sure of his facts, his premises and then carefully logical in his conclusions, with a view, always to honest helpfulness and conscientious righteousness and fairness, avoiding all prejudice, partizan bias or the influence of self-interest, and all partiality of personal friendships on the one side or the unfairness of personal enmity on the other.

* * *

The editor must be ever on deck to make himself felt and recognized as a vital personality on all important events or questions of interest to his constituents. Every man should put his honest personality into his work and win a name as being ever alive, awake, broadly informed and wisely sympathetic and not as one dead or indifferent.

* * *

One's calling is to be used as an implement or means of accomplishment, the manifestation of a life, and for growth, for doing more and becoming more, for seeing more and feeling more, the joy abides and accomplishment is worthy and victory sure. More than all this vitality is preserved. Without this joyous interest in one's work, as years advance, nothing remains but the dead timber; with it all the power and fires of intellect and feeling remain to the last. We personally recall two men, whose years are four score, whose brightness and vigor of mind, whose warmth of sympathy and feeling are as great as when at twenty-five years of age, and when called upon, they express their thoughts and opinions with as much earnestness and clearness and with much more wisdom and effectiveness than many men of fifty or sixty years of age who are worn out, as dry as husks or stubble and seek retirement and relief from thought or work to await death of the body.

Newspaper work should be somewhat on the plan of the true method of teaching geography to the child; first, begin at home, teach the position and the true relations and uses of things near at hand, then expand the view and the teachings into the city, the township, the country, the State, and then to the adjoining States and on to include the whole nation and then adjoining nations and so on, until the knowledge imparted includes the whole world. Interest is greater at the home and things at home are most important to life and development. No correct, clear, practical knowledge and understanding of relationships, of relative values or positions will be attained without mastering the nearby things first, as standards of measurements. The newspaper man must first know, and wisely treat of things in his own vicinity, before he will be able, wisely or profitably to teach, or interest his readers in the things of the broader world. Then, if every community, every township or city is made right and influenced to right living, to the right use of means and opportunities for reaching a competence or securing prosperity for carrying on a good government with a square deal for all and each, the good government of countries, the State and the Nation and a world-wide prosperity and security will be assured and editors will be saved from much trouble in trying to regulate legislatures, governors, Congress and Presidents.

* * *

There is no reason why editors should not be the writers of books. Their close contact with men and events, their constant observation and their broad information, the necessity that is upon them to know about and treat of all things that concern or interest all their people, as well as their constant exercise in composition, in the expression of thoughts and the narration of events, in sifting out the truth, proving all things and standing by that which is good, and of condensing and writing clearly and understandingly, all help to fit editors for successful authorship. We are not so sure but that authorship, putting their views and sentiments into books, would make, in many cases, better editors, more careful in their writing and more thorough in their investigation. There is something about a book that suggests permanency and a broader, more serious accountability, than in writing for a newspaper that is expected to endure only for a day or week.

* * *

Be all this as it may, we have before us, with the highly prized compliments an autograph of the author, G. W. Hughes, of Clinton, Ill., a book by the editor of a home paper. The volume is tastefully gotten up, contains over three hundred well-printed pages and is entitled, "Faults and Follies. As mirrored in a Series of Lectures." It occurs to us that it is better for an editor to treat of "Faults and Follies," in a book than in his paper. These "Lectures" have the editorial brevity and decisiveness, and cover a broad range of subjects on such matters as are apt to come under the observations and treatment of a local editor, from "Boys" to "Wife Choosing," or vice versa, as the choosing of the wife generally comes first. The preface indicates the benevolent object of the work and shows the right idea of the proper place to commence and to secure improvement. The author says: "The reform most needed is that of the people. The world grows better as the people become better. As the character of the members of the family makes the home what it is, so the character of the people makes the world what it is."

Testimonial from an Able Editor of a Great Weekly

LESLIE'S WEEKLY
225 FIFTH AVENUE, MADISON SQUARE
NEW YORK

JOHN A. SLEICHER, EDITOR

July 19th, 1909.

Mr. B. B. Herbert,
National Printer-Journalist,
Chicago, Illinois.

Dear Mr. Herbert:-

I am sending herewith with great pleasure, check for the renewal of my annual subscription to the National Printer-Journalist. I have had your publication for so many years and have enjoyed and profited by it so much, that I would feel lost without it.

With best wishes for your and its continued success, I remain,

Very truly yours,

John A Sleicher

JAS/JS

A VALUABLE JOURNAL.

MULLIN, TEXAS, Jan. 25, 1909.

National Printer-Journalist, Chicago, Ill.

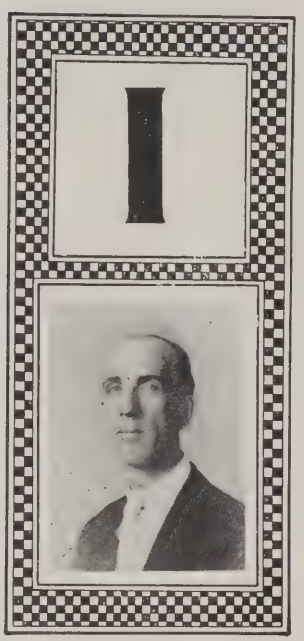
GENTLEMEN:—Enclosed please find check for $2, for which please renew my subscription to your valuable journal, and oblige, Respectfully,

A. S. BURGER.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.



I MAY be intruding upon Mr. Copper's department, but I should like to call attention to a publication which has just been started by the Barnhart Bros. & Spindler foundry. It is gotten out in newspaper style and is entitled *The Barnhart Flyer.* No. 3 of of Vol. I has just reached my desk, and I trust that succeeding numbers may not miss me. It is a good example of what can be done by using type in series. It is not loud in any sense of the word, but presents a dignified appearance which it would be hard to surpass. At the same time it presents the matter in strong shape, bringing out the relative importance of the various articles by an admirable system of headings, as well as presenting a neatness and uniformity in the advertising columns which one seldom sees. It also contains some reading matter which is of interest to printers, and those who are not getting it would do well to ask for it.

* * *

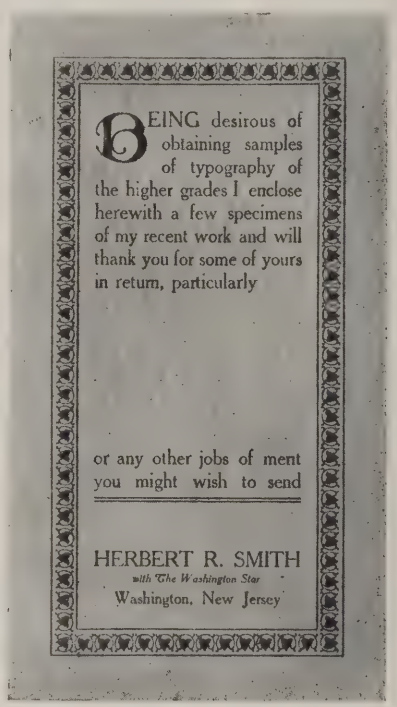
In this connection I want to say that the foreman of an office should make it a point to see that all matter of this kind comes to his desk. Sometimes an office does not get onto the mailing list of all the various foundries; and even should the office be getting all the specimen sheets and printed matter of foundries and manufacturers, there are some publishers so short-sighted as to withhold these from their employes, believing that they will merely stimulate a demand for increased expenditures for materials. It is absolutely necessary, if an office expects to be up to date and cater to the best class of customers, that not only the publisher, but the working force as well, should know about all the new things that are coming out. Aside from this, few better specimens of typography ever get to the average office than the circulars and specimen sheets such as most of the foundries send out. There should be a basket on the foreman's desk for all matter of this kind, where it can be consulted not only by himself, but the others in the office as well.

* * *

Several paragraphs in *The Barnhart Flyer,* to which I have alluded, are devoted to an attempt to stimulate the use of a larger quantity of quads, leads and slugs. Of course, the purpose of the foundry in thus agitating the matter is primarily to increase its sales. It will usually be found, however, that a foundry does not attempt to sell anything which a printer does not really find advantageous in his business. They not only do not want to jeopardize his good will by selling him something which he does not need, but they also know that material which is not usable is also not easy for him to pay for. I have commented a number of times in this department on the meagre equipment of many offices in this regard. They are losing money by it every day, although they do not seem to realize it. The foundries tell me, however, that the demand for leads and slugs is increasing at a rate much more rapid than the normal increase of business, so it would seem that some printers at least are waking up to the advantages of having material of this kind of suitable size always at hand when needed.

* * *

A type foundry representative recently suggested that the compositor and stone man would be in a serious predicament were they suddenly required to go back to the days of cardboard and wooden wedges for


BEING desirous of obtaining samples of typography of the higher grades I enclose herewith a few specimens of my recent work and will thank you for some of yours in return, particularly
or any other jobs of ment you might wish to send
HERBERT R. SMITH
with The Washington Star
Washington, New Jersey

Attractive card by which one printer solicits exchange of specimens.

justification, instead of having a box of brass and copper thin spaces at hand. There are, however, a large number of printers who do not have these at their disposal, but are struggling along with the obsolete methods of a decade ago. Some of them know what they are missing, but cannot induce their employers to equip the office with modern methods. Others there are who think the old-time piece of cardboard is just as good and refuse to use new things, even when they

have the opportunity. It can be set down as a sure thing that these men are not sought after to do the work on which quality is of greater importance than price, nor are they making as much profit for their employer on the work in hand as it is possible to make.

* * *

Speaking about price and quality reminds me of that story in the last issue of *Character*, that sprightly little publication sent out by the Griffith-Stillings Press of Boston. I will give the story just as it is published there:

"WHICHEVER IS CHEAPEST."

A man once walked up to the ticket window of a railroad office. "Give me a ticket to Springfield," he said. "Springfield, Mass., or Springfield, Ohio?" asked the ticket agent. "Whichever is cheapest," was the reply.

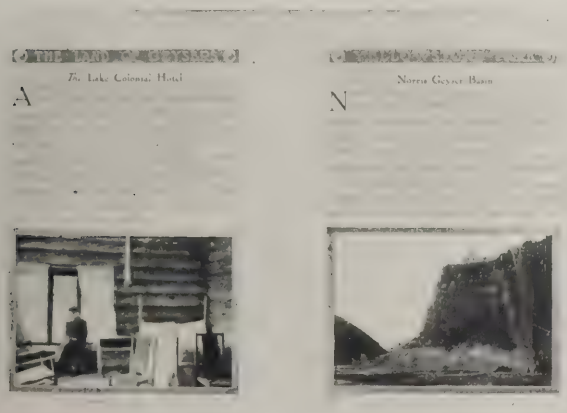
Ridiculous, wasn't it? But suppose a man were shown two dummies by a printer, and was asked which he would take. And suppose he should reply, "Whichever is cheapest." Would that be equally ridiculous? Under some circumstances it most certainly would.

The price you pay for advertising matter is the charge for transportation of your business arguments. Certain transportation methods or routes will take you to one place, others to other places. You want to go to the brain centers of those who should buy your goods. There is a route that goes there—straight as a string. A ticket which costs you less may take you over a route which switches you off in the wilderness, miles from your destination. You may never get anywhere at all—not because your cargo of facts is inconclusive, but because you shipped by the wrong route.

It is cheaper in the end to buy transportation direct to the point you want to reach. Pay the price, and get there.

* * *

Two little booklets issued by the Northern Pacific Railway have just reached my desk and form an interesting comparative study. I am showing two pages of each of them in order that my comments on them may be more intelligible. One of them has headings



throughout in halftone. These are re-etched so that the letters appear in pure white, but the shading of the background is so dark as to make the heading decidedly obtrusive. The halftone illustrations, which are scattered profusely throughout the booklet, also have a wide border of the same density as the headings. This gives a decidedly heavy effect. The attention of the reader is constantly drawn away from the text matter, as well as from the subjects of the illustrations themselves, by this undue amount of heavy ornamentation. Had these headings and borders been printed in a tint, or in a much lighter shade of halftone, they would have been very acceptable. The other booklet omits running heads entirely and has the halftones surrounded by fine double lines. Possibly I am an exception to the general rule, but it is much easier for me to read this second one than the other.

It is restful, whereas the other is tiring, and I get the drift of the story much more readily in this simpler one.

* * *

That old stand-by, the Devinne series, seems not to have lost its usefulness entirely for the better class of work. I have just received a little envelope folder of the better sort, printed by Nolan Brothers of Brooklyn in this old-time series. It is printed on a dark stock, however, so that the boldness of the type is somewhat softened down.

* * *

One of the best pieces of work which has come to me for some time, is a little booklet sent out by the School of Printing of the North End Union, Boston. It shows that the apprentices there are being trained,

not only in correct principles of display, but in careful, painstaking craftsmanship. The pages I am showing do not show their full value in the reproduction. The stock used is a machine finished book of cream tint. The text matter and running heads are in black, and the rules and side heads are in orange.

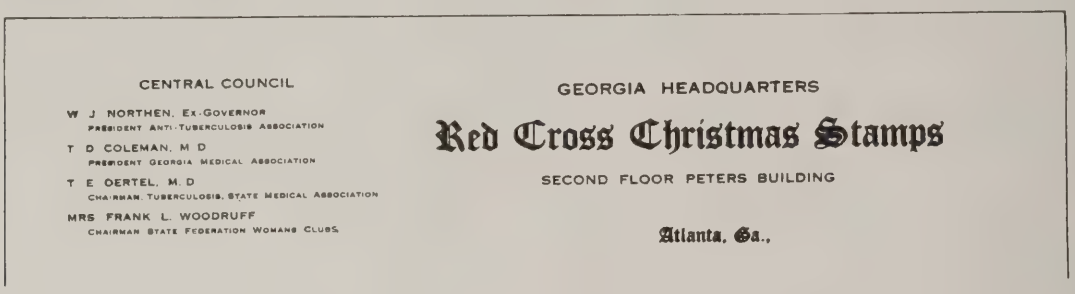
* * *

The *Bulletin*, Kalama, Wash., sends out a little booklet descriptive of its county, which is intended to interest tourists investors and homeseekers in that region. It is scarcely gotten out in sufficiently attractive manner, however, to accomplish this result. As I

have pointed out in these pages before, there is so much of this class of matter printed in the highest class of typographic art, that that which is only mediocre receives little attention unless there is some personal reason for the recipient to peruse it.

* * *

J. Thomas Perry, Atlanta, Ga., sends the specimen reproduced herewith and asks for criticism. The head


CENTRAL COUNCIL

W J NORTHEN, Ex-Governor
PRESIDENT ANTI-TUBERCULOSIS ASSOCIATION

T D COLEMAN, M D
PRESIDENT GEORGIA MEDICAL ASSOCIATION

T E OERTEL, M D
CHAIRMAN TUBERCULOSIS, STATE MEDICAL ASSOCIATION

MRS FRANK L WOODRUFF
CHAIRMAN STATE FEDERATION WOMANS CLUBS

GEORGIA HEADQUARTERS

Red Cross Christmas Stamps

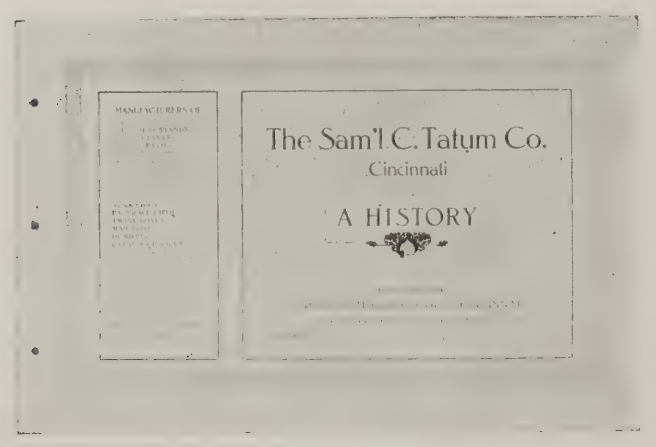
SECOND FLOOR PETERS BUILDING

Atlanta, Ga.,

is a very well composed one and the only criticism I could possibly offer would be that the matter to the left, under the head of "Central Council," might all be in a smaller series; even this, however, I think I should not insist on were the work being done for me.

* * *

The Ebbert & Richardson Company of Cincinnati send me a little portfolio gotten out for the Sam'l C. Tatum Co. of that city. I am reproducing the title page, the only objection to which is the abbreviation of the word "Sam'l." This, however, seems to be the title of the firm as carried all through the booklet and shown on the signs in illustrations of their plant.



This booklet is printed on heavy white enamel paper with the text matter in black, the halftones in photo brown and the border in a cream tint.

* * *

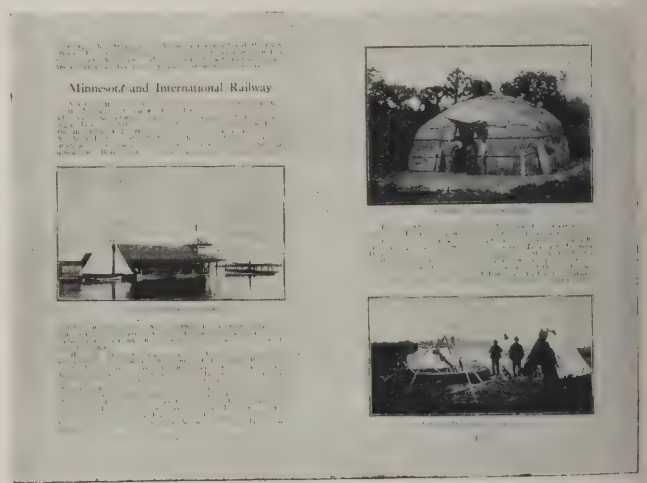
Raymond Stoll, Brookville, Ind., sends a letter head and envelope on which he asks for criticism. My criticism would be on the letter head to leave out the rules under the line, "Hardwood Lumber," and put the 'phone line in a smaller size of type. The envelope is very satisfactory with the exception of the spacing both above and below the line, "Manufacturer of all kinds." This space should be closed up.

* * *

B. B. McKay, Almena, Kansas, sends a letter head on which he desires criticism. I shall not try to reproduce the head, but will say that it is printed in four colors with a large amount of rule work and ornamentation. A number of years ago it might have been considered a good example of typographic art, but its day has long since gone by. I would suggest a much simpler head, in not more than two colors, and leaving out the larger part of the rule work and ornamentation. Try a plain, simple head and see if you will not be much better pleased with the result. Your Fourth of July sticker is a very satisfactory piece of work.

* * *

Of course one expects to receive from the Manz Engraving Company a piece of work which is absolutely faultless, and I am not disappointed in a little booklet just sent out, entitled, "Complete Service." The purpose of the booklet is to show that this firm can carry a piece of work from beginning to end, doing the designing, illustrating, engraving, printing and photography all under one roof and under the same supervision. This tends towards greater unity in the finished product, as is attested by the little



booklet under consideration. It shows illustrations of the various processes used by this company on their work, together with text matter describing these processes, under handsome little engraved headings. The whole is gotten up with a delicacy and attention to artistic detail it would be hard to surpass.

* * *

Charlie Craddock of Killeen, Texas, is, I think, the youngest contributor so far to this department. He is but 14 years old, although he says that he has had three or four years of experience in the printing office. He sends a large assortment of his work, much of which would pass careful scrutiny by many business men. The best specimen which he sends is the letter head which I am here showing. This might well have

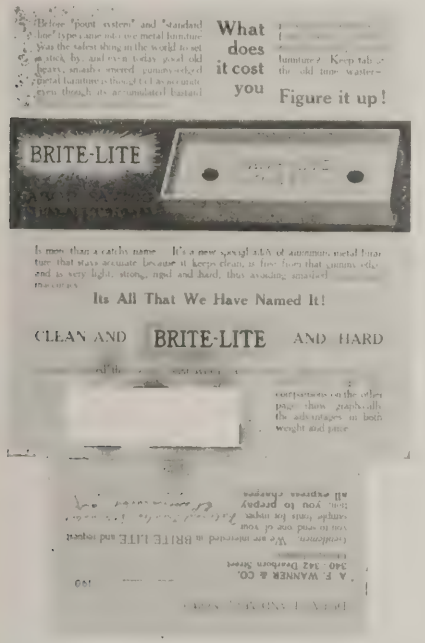
had the name of the company in a larger size of type. The date line should also have been in the same series as the rest of the head. This would have made a very neat piece of work, indeed. On much of the work there is an overabundance of rules. The contributor does not say whether he did the presswork or not. It is not as smooth as it should be, however; but certainly for a workman of this age the work is remarkably creditable.

CAMPBELL-ROOT LUMBER CO
Lumber, Hardware, Buggies, Wagons, Implements
C. M. CAMPBELL, President
ROY R. CAMPBELL, Vice-Pres
J. E. ROOT, Sec. and Treasurer
STUDEBAKER AND NEW MOLINE WAGONS
RATTERMAN & LUTH AND MOON BROTHERS BUGGIES
Killeen, Texas,

Letterhead by Charlie Craddock, Killeen, Texas (14 years old.)

* * *

There is a demand among business men, which is growing every day, for a convenient return post card to send out with their advertising matter. The latest development of this kind is a card attached to a larger card and so folded that the name of addressee appears through a hole in the card. This address is placed on the back of the return card, so that when the return card is detached it has already on it the name of the sender, answering the purposes of a signature, so that no effort is required on the part of the recipient except to detach the card, affix a one cent stamp and place it in the mail. The printer who first gets on to these new things is the one who will keep his presses going while his competitors are sitting around wondering why business is so dull.



* * *

Herbert R. Smith of Washington, N. J., has a style of printing business cards which is all his own. I am showing three of them, although it is not possible to show them in their original strength and attractiveness. They are printed on heavy linen-finish cover stock of different colors, each card being printed in two colors of ink. They are decidedly different from the ordinary business card, although not being in any way sensational or showy. They are so well designed as to give them a prominent place anywhere. Mr. Smith sends out a little card to other printers asking for an exchange of specimens. This is a decidedly good idea and might well be adopted by other printers. In common with a number of other members of the craft, Mr. Smith is a poultry fancier, as the accompanying letter head will show.

E. B. BACKER
Livery and Boarding Stables
WASHINGTON, NEW JERSEY
Harry H. Beatty
5 AND 10 CENT STORE
Cor. MAIN AND PLANE STREETS, HACKETTSTOWN, N. J.
The Hagan Restaurant
No. 19 BELVIDERE AVENUE, WASHINGTON, N. J.
JOHN HAGAN, Proprietor
The Largest, Cleanest and Best Place in Washington to Dine

* * *

A short time ago we had something to say about the matter of dummies, and the topic has come up again on receipt of a post card from H. M. Kurtzworth, Detroit. In regard to the dummy he says:

The successful printer now-a-days uses art and brains as well as type and paper—he no longer waits for jobs to come to him, but by having an artist get up ideas and a sketch or a dummy—takes the initiative and closes better contracts with much less competition. It does not take a large plant to do good printing—it is the idea that counts.

N. B.—A dummy is not only a great aid in showing the unimaginative "prospect" just what he is going to get, but also saves you time in showing your men just what is required.

Twenty-Fourth Annual Convention

of the

NATIONAL EDITORIAL ASSOCIATION

ROUTINE REPORT BY THE RECORDING SECRETARY, R. H. WALKER

On Monday, July 19, 1909, at 10:30 A. M., in the Assembly Room of the Chamber of Commerce, Seattle, Washington, the members of the National Editorial Association assembled in their Twenty-fourth Annual Convention.

The convention was called to order by President Will H. Mayes.

Invocation by Past-President B. B. Herbert.

Roll-call of executive committee and officers by Recording Secretary, R. H. Walker.

The President appointed the following credential committee: J. B. Castle, of Illinois; R. B. Habgood, of Pennsylvania; Will G. Curtis, of Minnesota; F. L. McKenzie, of Alabama; and A. D. Moffet, of Indiana.

President Mayes made his annual address, with Vice-President Pomeroy in the chair. (See page 535.)

On motion of B. B. Herbert, the President's address was referred to a committee of three. The following committee on the President's address was appointed by Vice-President Pomeroy: B. B. Herbert, of Illinois; H. B. Hale, of Connecticut; J. P. Chambless, of Texas.

W. F. Parrott, corresponding secretary, made a verbal report: He said in part:

"The only thing I want to say is, that I have secured Western Union and Postal blanks, which will be placed at the hotel just before luncheon; and I want you to be very careful of this privilege—do not abuse it. We do not want the company to complain about our writing our family pedigree on these blanks. Treat this privilege as you would like a privilege from you to be treated."

W. A. Steel, of Seattle, made the following statement:

"I want to say, we are somewhat perplexed over the Alaska excursion matter. When we originally planned that trip it was supposed we might have from seventy-five to one hundred people to go on it. The fact is, that while we have accommodations for one hundred, we have applications from about one hundred and fifty. Every room has three berths, and originally it was intended that we would put two people in many of the rooms, but it is now necessary that we put three people in a room. Some of the rooms have a couch on the side which could be utilized as a berth, and by thus using every available berth we would be able to accommodate about one hundred and twelve people. Now, if there are any who have made their deposit, and feel that they are going to be crowded or uncomfortable, while we are very anxious to have them, yet we know that if they do not want to take this trip there are others who are anxious to make it and who would be glad to take their places.

"We also wish to state that if there are any who would like to make the shorter trip, what is known as the inside route, the same company sends out a boat the first of the week on this twelve-day trip, for which the regular rate is $66, but they are willing to take some of our people on that trip for a $50 rate. Anyone wanting to make this trip should communicate with me and I will arrange it for them."

President Mayes thanked Mr. Steel for his efforts in behalf of the Convention.

A report by the Committee on Postal Laws was asked for, and Chairman Herbert responded as follows:

"The condition of postal laws with regard to second-class matter has not changed since our last meeting. Through the efforts of this Association largely, the Department has come to recognize the fact that what is called second-class matter is not a privilege granted to editors, but was granted to the people for the good of the people, just as funds are granted for the spreading of agricultural information throughout the country. It has been well set forth that the low rate made the papers was in favor of the people and not of the press, and they have dropped the idea that the newspapers are under obligation to the Department and that they are to be constantly scored because the Government sees fit to furnish the papers of the country at a comparatively low postal rate; so we have had little trouble on that point.

The very effective system of the government in advertising the printing of envelopes by the government has greatly increased the work; and the activity of the government in securing business for its contractor, has been resented by our associations throughout the United States. You probably have all received, as all business men throughout the United States, have been receiving, a circular from the Assistant Postmaster-General, urging you to use printed and stamped envelopes, claiming that by using them it would help the Postoffice Department and prevent letters being sent to the dead letter office. Your Committee has answered that argument and I won't go into it, but you all know that no man will pay $10.60 for 500 stamped envelopes at one time, who is so small a busines man but what he would print them before sending them out from his office. It is not the letters that are sent out by business men that go to the dead letter office, and for that reason we say their argument is entirely fallacious. The printing of envelopes is of benefit to large corporations and to banks. The name of the corporation on the outside of an envelope is an advertisement, and it is for their benefit and not for the benefit of the single individual in his private correspondence; it does not at all prevent the accumulation of letters in the dead letter office at Washington. Government printing of envelopes takes a great deal of business out of the hands of the printers and affords that printing free to the people buying these envelopes. It is the kind of competition where no printer can compete, and it increases greatly the number of envelopes put out by the contractor by having the Department advertise the envelopes.

By this advertising the business of the contractor at Dayton, Ohio, has increased 50 per cent; he is now making 6,000,000 per day. There is another point about it: If that contractor can run the business to such vast proportions with the machinery he is enabled to install, it will give him a monopoly of the business. No other private manufacturer will be willing to go to the expense, all at one time, in order to compete. It creates a monopoly for the Dayton printer, who is the special contractor. We consider it wrong. It is too great a loss to many printers. It is wrong in principle. The argument is: By using these envelopes you help the Government. A man said to me: "Why not send out circulars from the Department saying, 'Drink more whisky,' because you help the revenue of the United States." By using these envelopes we do not profit the Government, but it is claimed to be a saving by preventing letters from going to the dead letter office. I think this Association should endorse the action of nearly all the state associations in passing resolutions for prohibiting the printing of names on envelopes by the Government. Why not make a rule that these envelopes printed by the Government simply have printed on them, "If not delivered in —— days, return to P. O. ——, State ——," and then the person who uses about thirty or forty per year will have his attention called to the importance of inserting his name and address. That would be of some value. But the present plan is to create a great monopoly of the envelope manufacturers and the printers. Of course it is wrong in principle and we feel that a strong fight should be made, unless the Government is to be turned into a great socialistic concern, to grind our flour, handle the manufacturing, and all other kinds of business. It is not right to single out and interfere with their business for the benefit of a wealthy class of corporations, firms and banks.

I do not think there is any danger at present of any interference with our present second-class rate, but, of course, we want to keep watch and give the Government to under-

stand that we are going to keep up our end of the argument.

Report of Legislative Committee called and passed for the present.

It was moved and seconded that the Convention adjourn until 2 o'clock in the afternoon.

MONDAY, July 19, 1909. 2 P. M. to 4 P. M.

W. A. Steel, chairman of committee on arrangements, called the meeting to order.

Governor Hays, being detained at the last moment, appointed Rev. M. A. Matthews to speak in his place. Dr. Matthews extended a very warm welcome to the members of the National Editorial Association. He said, in brief:

"I think I voice the sentiments of every citizen of Seattle and of the State of Washington when I say that you are more than welcome to this State. I think that after you have visited the state and become acquainted with the people you will find many of your own friends—perhaps many of your relatives, or your relatives' relatives. There is a certain percentage of the citizens of the State of Washington who have come from various states of this great Republic They came here because we were doing things; they came here to enter into the enterprise of building a great empire; they came here because there was material here out of which to build a great commonwealth. They have not been deceived; in fact, it would be a very difficult thing for us to deceive anyone concerning the resources, the possibilities and the future of this State. We have territory enough to take care of several million people; we have resources enough to feed several of the States of this Republic; we have hidden treasures to make wealthy many more of the States of the Republic. We have the ground; we have the fruit; we have the timber; we have the minerals; and the people to take care of it all. If you will go home, sell out, move to Washington and become citizens here, we will not only welcome you as members of the National Editorial Association, but as relatives and friends from our former States. Ours is the real, genuine Western hospitality—no half-way methods of extending it—if you don't see what you want, ask for it; no matter what it is, you shall have it.

You will find in this State many enterprising newspaper men; in fact, I do not know of any newspaper in the State of Washington that is not enterprising and that is not trying to arrive at the ideals for which you are banded together. In my opinion, there is no greater educator in the world than the well-conducted, enterprising newspaper. The State of Washington welcomes you as editors; it will welcome you if you will bring your plants here and start a newspaper. If you have anything we will soon have it, then you cannot return. You will feel just as happy if you are poor as if you were rich. The State of Washington is not made up of rich men. It is composed of laboring people—editors, preachers, doctors, lawyers, etc. All classes are working men and if you have come to our State to know hard labor, to know honest toil, then we welcome you to our school. We will teach you.

Mayor Miller was then introduced and warmly greeted the visitors:

"I am indeed glad to have the opportunity of saying a few words of welcome to this national organization. We are a young city compared to the older and greater cities of the East. We are in our thirty-eighth year of organized municipal government, and we have achieved a growth and development that the great city of New York was two hundred and seven years in reaching. We have everything here to attract our fellow countrymen. We are away in the Northwest; only a few miles, ladies and gentlemen, from the British possessions, just across a little strait up here, three miles of which is British territory and three miles American—and we have been neighbors for many, many years without one unkind word. Our city is growing rapidly, as you may observe. We are building here—not only for the present, but for the future—and some day in this great northwestern country will be situated one of the great cities of the world You know that commerce moves in zones throughout the world, and we are surely in one of those zones. A few years ago, comparatively speaking, we were a little logging town, hemmed in from the outside world, with no means of communicating with it, except over the broad sea. Now the great iron railway is climbing over the mountains and its many lines reach throughout the Union. It was only a few years since we were isolated from mankind in general, but now in this day of generous commercial activity we are one of the great cities of the Pacific seaboard; and for the third time in your history you are meeting on the Pacific Coast. We are glad indeed to have the honor of entertaining you in the city of Seattle.

Honorable John F. McGraw was then introduced by the chairman and made the following address:

"As President Chilberg was detained elsewhere, I was informed, just before luncheon, that it was to be my pleasant duty to come here and extend to you a word of welcome on behalf of the Alaska-Yukon-Pacific Exposition. This I do most gladly. We expect a very large number of conventions to come here this year. Some have already been here, but, in all sincerity, I want to say, ladies and gentlemen, that this is the convention we most desire. Of course we are somewhat selfish in this. I happened to have the honor of being President of the Chamber of Commerce at the time we were seeking to persuade you that this would be the city in which to hold your convention this year, and I know the members of that organization were exceedingly anxious that we should have at least this one convention if no other.

Father Herbert, we are glad, sir, that you are here and that you have brought with you these children of yours. I will say to you, as I said briefly the other day to the State Editorial Association, you will see that at the Exposition we have but one commodity to sell, viz: admissions. When we fail to sell admissions we must close our doors. Thanks to you, ladies and gentlemen,—editors of papers throughout the whole Union, admissions to date have far exceeded estimates made in the early days. Now that you are here you will take the time to see the Exposition and I am sure you will agree with me that it is beautiful; but take the time to see this magnificent country of ours. You will all go home and urge your friends to come here, and from that time throughout the Exposition period the transcontinental railways will be burdened with their living freight, all coming to us. I have lived here almost thirty-three years; my home originally was in the far distant "Pine Tree State." I have never visited the East that I did not urge the people there to come out here. I am sure you will all like our climate. I am sure you will all agree that the Exposition is a beautiful one. Therefore, we are doubly glad that you are here. I thank you for your presence here, and again I bid you and all, particularly you, Father Herbert, a most cordial welcome."

Mr. Beaton, Editor of the Seattle *Star,* was next introduced, and warmly greeted the assembly:

"Ladies and gentlemen of the National Editorial Association, I think you have been sufficiently welcomed by Mr. McGraw, Mayor Miller and Acting-Governor Matthews; on behalf of the newspaper men of Seattle, I desire, however, to bid you a most cordial welcome. We were very anxious to have you with us and now that we have you here we are going to try and keep you going just as fast as we can. My particular job this afternoon is to see that you all get aboard of automobiles this afternoon at 4 o'clock, and I am going to take this opportunity to ask you to all be on hand at that time.

We are very glad to have you here and hope your stay will be a most enjoyable one and that you will all go home and do what we newspaper men are doing here—boost the Exposition."

President Mayes made the following address:

"Representatives of the State of Washington, City of Seattle, and A.-Y.-P. Exposition, members of the press club and others: I was impressed with the statement made by practically all the speakers that the people of Seattle are working people. Now, I wish merely to add—if you can work the members of the National Editorial Association before we can work you, you are entirely welcome to do it. We are an association of workers ourselves; and while some of us are a long ways from home, this is not our first trip out; and we have seen Expositions before. This association was organized twenty-four years ago at the New Orleans Exposition. We have since met at the great World's Fair at Chicago; we have met at the St. Louis World's Fair; we have met at the Buffalo Exposition; at the Jamestown Exposition; and we are now meeting at the great Exposition of the Northwest—the A.-Y.-P. Exposition. And we assure you that if we did not want to be here, we would not have been here. We came because we wanted to come and not especially to compliment you because you invited us to come. An evidence of the fact that we wanted to come is the fact that many of us have traveled so many miles to get here. I see here men from Florida; men from Connecticut; men from New York; men from the Central States; men and women from the Southern Pacific slope—people from all over this country have traveled here in order to see this great, growing Northwest country and to see the only Exposition that ever opened on time. I will talk

to you a little in confidence now. We have attended so many expositions early that we hesitated somewhat to come to Seattle early in the Exposition period, feeling that when we went back home we would receive information from the Exposition authorities that the Exposition would be ready for real, downright business to show the people something in about a month from that time. We found that when we got out here, and before we came, the Exposition was ready and waiting for people—that is an accomplishment in itself. It shows Western energy, Western push and Western enterprise—this, we are glad to see—but it is against the rules of our Association for the President of our Association to make more than one speech a day. I made my talk this morning when I delivered the annual address, so I am going to introduce to you Father Herbert, founder of the National Editorial Association and editor of the NATIONAL PRINTER-JOURNALIST of Chicago."

Mr. Herbert responded to the addresses of welcome as follows:

"It gives me great pleasure to respond with hearty thanks to the cordial welcome we have received here. I am particularly pleased with the fact that a minister in this State, at least, represents the Governor. Now, we are not a religious association; we are newspaper men, but we are in pretty close touch with the ministers and try to help in all good work; and I tell you whatever we may think; whatever sects or creeds we may belong to, whatever our beliefs or disbeliefs, we have to recognize the fact that religion is the only true foundation for a nation. It has been so with all nations, and I tell you that where true religion exists, there is always industry and progress — there is all that goes to the upbuilding of a nation; and we are glad to see the splendid churches and schools here and pleased to know that here is the highest type of Christian civilization, that is not only influencing the State, but the Nation, and sending abroad its influence across the waters to those lands on the highway of trade between this continent and Asia. It is a grand thing to have so noble a civilization that you recognize the obligation of man to man; that you recognize all men as brothers. It is the only way to substantial progress. After all, we are children of the one great Father, and it is our highest duty, and the most important duty, and the Great Teacher taught—'Whatever you have done unto the least of these you have done unto me.' I remember when a boy, reading that great work by Rome's great orator, and statesman, directed to his son and treating of the duties of life, of religion and loyalty, Cicero de Officis, and I found therein the same noble principles of service laid down and taught, that you are teaching and exemplifying here.

So we are glad to be in this glorious State of yours. We saw its beauty as we came across it; we stopped at Spokane and were shown its wonderful industries; we saw its splendid churches and schools. We stopped at North Yakima and they showed us what they could do with irrigation; and we came on here, and we confess we are surprised at the wonderful growth of your city. You have one of the greatest State Universities in the Union. I visited the University of Wisconsin and was talking there with the Dean of the faculty of Journalism and asked him if he could not come with us, and he said: 'You have the man right there in the University of Washington, who is doing the very best work along these lines; I communicated with our President at once and I am glad to say that man, Professor Thorpe, is on our program.

I do not know what to add to what has already been said, but a thought came to me suggested by a line in your minister's address: Sometimes, after remaining in great cities like Chicago and New York and reading the stories of crimes, coming from greed, envy, covetousness, hate, drunkenness and lust, the graft, the assaults, murders, thefts and other offences that ought to be unmentionable, recorded day after day, I do not wonder that some of the people of these places doubt the existence of a God, though they must firmly believe in the existence of a devil; but when I look at the other side of the picture and see the great work that real men are doing, the schools they are building, the benevolent institutions and churches they are founding; and then coming out here to this great free Western land and see the country God has prepared for the residence of man, with a wise beneficence through countless ages, how he has hid away the coal in the earth, and the precious metals and stones, how forests have been provided and streams made to follow in their course, how wonderfully everything has been built for your habitation—then I wonder how anyone can be so blind as to doubt the existence of a God. The old philosopher, when he contemplated the wonders of the heavens, the suns and systems and attending planets all moving in unison and listened to the celestial harmony—the music of the spheres—exclaimed, 'The undevout astronomer is mad.' So when I contemplate all that nature has provided, all the opportunities, that you are wisely improving, I feel like declaring that, 'The undevout resident of your State, the sharrer in these blessings, is mad.' He certainly is incapable of reasoning from the grand accomplishment, back to the primal, benevolent cause.

I confess that at one time I was tempted to come out here and if it had not been for my great love for the National Editorial Association, would have sold out in 1892 and come to this State, but because I believed I was working among men who were helping this country, I put aside the temptation—and so now I have come here with "my children." I am glad to be with you and thank you most heartily for this kind welcome."

Mr. Mayes referred to Father Herbert's age, and said that while Father Herbert was looking younger than he did twenty-five years ago, some people might put a wrong construction upon his allusion to the early days of Rome by thinking he was recalling his boyhood days; that he was not born, in the early days, at Rome; that he was a native of this country and although he was really getting younger all the time, he was still past twenty-five years of age. Mr. Mayes then introduced Mr. Harry A. Thompson, editor of the Tyrone, Pa., *Times*. Mr. Thompson said:

"I am sure I voice the sentiments of the representatives of this Association, not only from way down Maine to yonder Texas, from hustling Washington down to fairest Florida—when I say that we have received—no matter where the National Editorial Association has gone, although we have gone way down to Mexico and received a welcome there and to northern lands and received their welcome—but never have we felt such a *real* one as we have received here this afternoon. We received from the Governor, the Ex-Governor, the Mayor—and how earnestly that Mayor did say he was glad to see us; and then the representatives of that wonderful A.-Y.-P. Exposition—and that fellow who is always so alert, that fellow who is always watching to do something for some other fellow—the representative of the press here—Mr. Beaton. We feel as though we were welcome, and notwithstanding the fact that our most excellent President, Mr. Mayes, said we were here because we wanted to be here, nevertheless we appreciate our welcome just as much.

I have heard representatives from various parts of the country, as we were speeding across the country to your State, saying that of their immediate cities there was no town spoken of more frequently than this wonderful town of Seattle. This town is the town, or city, that it is, because of the faith and progress of the men that are still amongst you. Another thing I want to say about your city—you have very few poor people; I have wandered around and have found but few tenment houses. Nothing speaks better for the care of your children than that there are no high, rickety buildings.

Away back one hundred and fifty years before the Declaration of Independence, a man who was able to look down the vista of time and behold the future, said: 'Westward the course of empire takes its way.' Here within the last fifty years has spread a great city—the city of all the Coast—the greatest city in the West—and all the States that are represented here this afternoon hope that so long as the tide trails after the moon, so long may the cornucopia of plenty hang above you."

Chairman Castle of the Credentials Committee made a partial report showing 201 delegates present, accompanied by 117 persons. He announced another meeting of the Credentials Committee for Wednesday morning, when he hoped the list of delegates present would be completed. Mr. J. P. Chambless of Texas, from the Committee on the President's Annual Address, reported as follows:

"Your committee on the President's Annual Address, respectfully submit the following:

That we commend the clause advocating the independence of newspaper making, thank him for the advocacy of independence in newspaper making, and for calling attention for the advancement, elevation and influence of the press, the same becoming one of the leading industries of our country.

We further commend our President's views in the portion of his address pertaining to increasing, rather than decreasing the membership of the National Editorial Association, and coincide with his suggestion pertaining to the affiliation of all state and district associations; and we recommend that editorial organizations be admitted as members of the N. E. A., which have been organized one year with a membership of twenty-five, even should such a plan require a change in the present by-laws and constitution.

As a whole, the address is thorough, and to the point, carrying with it a feeling of enthusiasm pertaining to the good of this Association and we respectfully suggest its acceptance.

Fraternally submitted,

B. B. HERBERT,
H. B. HALE,
J. P. CHAMBLESS,
Committee.

Mr. Herbert, as chairman of the committee, moved the adoption of the report and said:

"The older members of this organization will remember that at the meeting in California in 1892, we had three trains and at that time we were receiving full courtesies from the railroad; and the attendance was so large that we thought it was necessary that in order not to destroy the opportunities of having courtesies extended, we would have to reduce membership. At that time the constitution and by-laws were amended so that no organization except a state organization representing a whole State, could be admitted to membership in this Association; and now it has reached a point where every man pays his transportation. There will now be no danger of our overburdening the railroads. I think the President's suggestion wise and think the by-laws should be amended so as to admit all genuine organizations of editors and publishers that have a membership of over 25, and has been in existence one year, showing they are permanent organizations, and as there is no reason now existing for excluding them, I move the adoption of the report.

The motion was seconded and the report was unanimously adopted.

It was moved, seconded and carried that adjournment be taken until 10 o'clock Tuesday morning.

TUESDAY MORNING SESSION. AUDITORIUM A.-Y.-P.

The meeting was called to order by President Mayes at 10:40.

The following committees were appointed:

Committee on Necrology.—Albert Tozier, Oregon; Frank S. Hardy, Idaho; Miss Ida Hiblack, Oklahoma; H. B. Hale, Connecticut; John P. Herrick, New York.

Committee on Constitution and By-Laws.—H. D. Campbell, Ohio; G. E. Hosmer, Colorado; Joe Mitchell Chapple, Massachusetts; John Redmond, Kansas; J. P. Hurley, Minnesota.

Committee on Treasurer's Books.—Sheridan Ploughe, Kansas; R. E. Dowdell, South Dakota; George W. Hughes, Illinois.

Committee on Resolutions.—R. A. Thompson, Pennsylvania; Mrs. W. C. Horner, North Carolina; R. R. Perry, Kentucky; J. A. Koutz, Indiana; L. A. Sherman, Michigan.

The Committee on Postal Laws and Legislative matters will be announced towards the close of the business meeting.

B. B. Herbert gave notice of article of amendment on membership in the Association, in accordance with report by committee and President's address yesterday, allowing all editorial associations that have been in existence for one year, and have a membership of 25 or more, to become members. Under the present by-laws organizations that were not members in 1892 can now come in. Mr. Herbert offered the amendment to be voted on at tomorrow's session.

President Mayes introduced Mrs. Edith Tozier Weatherred, *Western Tours,* Seattle:

"Mr. President and members of the National Editorial Association, the subject that I have on the program is: 'Seeing Things in the West.' I presume that after being here a few days you might change that to 'Seeing Things at Night,'—I haven't the least doubt but that many of you have seen things at night, as the story goes, but I think that if I have any one hobby, that hobby is that I want the whole of the United States to see and know our great Western country. A thing that really grieves me is to see the hundreds and thousands of people of the Atlantic Coast rushing off to Europe, spending millions of dollars; putting a great amount of American money into circulation is all right; I like this mingling back and forth, but the deplorable thing about putting American money into circulation in Europe by people 'seeing things,' is that there is not an equal amount of money going back into the United States by Europeans 'seeing things' in America. And another thing, our American women continue to endeavor to make European cities social centers, and there is no reason in the world why we cannot have cities in the United States social centers.

No, I am going to confine my remarks principally to seeing things on the Pacific Coast, and I am sure there is nothing in European countries—from a scenic standpoint—that can overshadow scenery on the Pacific Coast. I think it is the opinion of any editor in this assembly that if anyone has to go to European countries to see and enjoy the wonders of the Almighty, it is because he does not know the things of the West. Now, I have heard people say that editors' trips are all junketing trips. I thank God for it, because it is only junketing trips that have made America—it is through the junketing trips of the National Editorial Association that we and our readers over the country have come to know the United States as it is; and I think if there is any class of people that deserves a junketing trip it is the newspaper editor wherever he may be found. Now, while you are seeing things, I am proud to say that you can find no greater place to visit than right here in this Northwest country. I presume I have a right to be sort of devoted to this greater Northwest because my people were pioneers, who came over in an old ox wagon to the state of Oregon—the best in the Union. They came out here, built a log cabin, and somewhere out there in the woods they found me.

Now it is all well enough to say that it educates people to travel, but we first must educate the people to travel. I believe every effort should be made to encourage people to travel. We may talk against the great railway corporations, but I tell you there is not a better pioneer in the world than the railroads that have opened up our country. I remember back in my childhood there was a horse liniment called "H. H. Limited"; I expect that was before Mr. Herbert's time, but I remember it; today there is another limited—"H. H. H. H."—Hill, Harriman, Huntington and Holliday—four H's., who have helped to open up this great Northwest country of ours; and they may say what they want to about men having selfish motives, but there is no getting away from the fact that Jim Hill is the man we honor today—the man who was foremost in the opening up of this Northwestern country of ours."

Mrs. Weatherred spoke enthusiastically of Seattle, alluding to the regrade work and the marvelous amount of building going on. She stated she had been Oregon's representative to many world's fairs throughout the United States and that none of them equaled the A.-Y.-P. from every point of view, and continuing she said:

"Now, while you are enjoying this house party of Mrs. Seattle's, you are going up to Alaska for afternoon tea—and you surely will enjoy that twenty day trip. This is the most wonderful and beautiful tour you can take, and I want to urge you to take more interest in the affairs of Alaska. When the United States purchased Alaska some of us thought it was a stupendous thing to do and that Alaska was going to be a burden to the United States; and if you look over the records you will find that today Alaska sends annually one million dollars into her mother country. Alaska has greater opportunities for the development of her natural resources than any part of the United States—and Alaska belongs to you; it belongs to each one of us. And another thing, I would like this Editorial Association to take an interest in the politics of Alaska. It is my opinion, from all I have seen and learned, that Alaska has gotten past wanting missionary politicians; she doesn't need them. She is capable of governing herself. Alaska wants better roads and better transportation facilities and I want you to take an interest in that; and wherever you go, when you feel you can give Alaska a boost I want you to do so.

Mrs. Weatherred, who belongs to all of this Pacific Coast, spoke of the beauties of Oregon; of California, where one could order climate to his liking, where one can have mid-winter in summer or mid-summer in winter—just as one preferred. She then carried her audience off to the Hawaiian Islands and told of their tropical beauty, dwelling particularly upon the generous hospitality of the Hawaiian people—and suggested that an invitation tendered some time ago by the Hawaiian people to the National Editorial Association be accepted; and that two sessions be combined into one mid-winter session to be held at Honolulu.

Mr. J. P. Baumgartner endorsed Mrs. Weatherred's suggestion to hold a convention at some early period in Honolulu, saying that all the trips the Association made to the Pacific Coast was when the weather was warm and the roads dusty, and that a trip in the winter would be a greater contrast to what they left behind, and besides the best tourist hotels are all open in the winter; and that a winter trip through Southern California, then up to San Francisco and on to Honolulu would be one of the grandest trips that could be made.

President Mayes also heartily endorsed the idea of holding a convention in Honolulu, saying that the people of the States

were too prone to look upon the Hawaiian Islands and Alaska as foreign countries; and that the people needed to get into closer touch with these possessions to realize that they were really parts of the United States; and stated that he believed there should be a law compelling people of the United States to travel at least some every year and to set a part of their income aside for that purpose; that it would have a broadening effect and there would be no feeling of East against West, North against South, United States against Canada, etc.

Mr. E. P. Clarke, of Riverside, Cal., referring to President Mayes' remarks, said:

"Three years ago when I was attending a meeting at Salt Lake City, a movement of this sort was started and there was formed what was known as the 'See America League,' and for several months I had charge of this thing, but unfortunately, the movement being a little premature, it fell by the wayside as an organized effort, although at the present time I believe there is a movement to reincorporate it. It is rather startling when you stop to think of the amount of money that is spent on travel abroad annually by people who do not realize the extent or beauty of our own country. This movement was founded, not alone on a patriotic foundation but also on an economic foundation.

I want to say another word. At that time when the movement was started, it was a marvel the way the newspapers took it up. The slogan of the movement was: 'See Europe if you will, but see America first'."

The subject, "Individuality in Newspaper Work," by H. J. Allen, of Kansas, was postponed to some future meeting.

Mr. Lon F. Chapin, who was to have addressed the assembly on the subject of, "Telegraph Service for Small Dailies," was not present. President Mayes called for a representative, but no one responded.

Mr. G. W. Ridgeway, of the *Express,* Kirksville, Mo., was introduced and made his address on, "Gathering News on Country Dailies." (See page 544.)

Mr. Ridgway's address brought forth a discussion of the subject, and Mr. Baumgartner, in speaking of the method of gathering news for country papers, said:

"While Mr. Ridgway was presenting his paper, I noticed he pointed out in one place, that if there was a place in the world where self could be obliterated it was in gathering news for the country newspaper; but later on he qualified this statement by saying that the personality of the editor or reporter entered largely into the work. It seems to me that you have got to put yourself into the work; that is, your heart, your mind, your soul—as if related to the community. You are dealing with your neighbors, with your friends; you know every one of them personally, and if there is any place in the world where tact is called for—where good judgment is called for, it is in gathering news for the country paper. If you should get it into your your head that you could run your paper on general principles of journalism, as practiced in the larger cities, you would be in trouble all the time. Of course, you must not color your news—and yet you must do it—you cannot help it. You have got to be considerate for there are always certain bearings in each case that must be taken into consideration. You cannot handle it in a cold-blooded way. It is the final word of qualification of the newspaper man to know where to draw the line. To know where to color the news within the legitimate line and where not to color it; where to put on the screws. In absolute fairness to your subscribers you have got to give them the news or you are not treating them fairly; if you color the news, you are not treating them fairly. But after all you have to go back to that personal touch with the individual case, with the individual community; and the man who can do that with the greatest tact and the best judgment is the best country newspaperman, in my opinion."

In speaking of the manner of collecting local news, Mr. Wells, of Nebraska, offered a suggestion:

"Some people are very much put out if not mentioned in the paper. I have found it a good idea, in order to secure local news, to place a box outside the *News* office and if any one has local news for the paper he can write it out and drop it in that box."

Mr. Ortis, of Washington, spoke of using the country newspaper as a personal organ, wherein the editor ignored his enemies and continued patting his friends on the back. He says:

"In many instances this is carried on to a most shameful degree and before a man is going to succeed in the work he must get out of that morbid atmosphere."

Mrs. Merrick, of Illinois, alluding to the topic of Mr. Ridgway's address, said:

"We should not in any way allow ourselves to publish news items of simply those we like and ignore those whom we dislike. We should give the news, no matter where it is from — whether from friend or foe, patron or not. There is one other thing I would like to advocate, and that is giving so much space to news of crime and so little to the goodness of the world in general."

Mr. Perry, of Kentucky, brought forth considerable applause and laughter by his advice as to how to gather news. He said:

"Stand in with the policeman: Stand in with the preacher: Stand in with the gambler: Stand in with the rural mail carrier: Stand in with the city mail carrier: And if you have reasonable common-sense you will have plenty of news every day."

Mrs. Weatherred suggested that they also stand in with the Ladies' Aid Society; and a lady delegate from Texas added to the list the Woman Suffragists.

Mr. E. P. Clarke, of the *Press,* Riverside, Cal., delivered his address on, "Profitable Features of Small Dailies." (See page 554.)

An invitation from the Woman's Press Club, of Oregon, to attend an informal reception to be held Wednesday afternoon, was presented to the assembly. On motion of Mr. Baumgartner, the secretary was requested to present regrets that the Association could not attend.

An invitation from Honorable Hajime Ota to attend the dedication of the Japan Exhibits Building was presented to the assembly. On motion of Mr. Hurley, the secretary was requested to express the Association's appreciation and regrets that it could not attend the dedication.

Mr. Mayes stated that the program would be followed out for the following day.

It was moved, seconded and carried that the meeting adjourn until 10 o'clock tomorrow morning.

WEDNESDAY MORNING, JULY 21ST.

The meeting was called to order by President Mayes.

At the request of some of the members, President Mayes again announced the committees named at the previous session.

Corresponding Secretary Parrott stated the assembly was short on badges and requested anyone having a surplus to turn same over to him for distribution.

Miss Caroline A. Huling, *Bookseller,* Chicago, who was to have delivered an address on "Editing the Small Country Weekly," being absent, her paper was read by Mrs. Jewett, President of the Illinois Woman's Press Association and managing editor of the *Union Signal.* Mrs. Jewett said she regretted the writer could not have been present to have heard the excellent papers presented yesterday by Mr. Cooke and Mr. Ridgway, bearing upon the same subject. (Se page 550.)

Mr. Frank D. Throop, of the *Journal,* Muscatine, Iowa, who was to have delivered an address on, "The Newspaper as a Factor in Town Promotion," was not present and the address was passed over.

President Mayes then introduced Prof. Merle Thorpe, University of Washington, Seattle. In introducing Professor Thorpe, Mr. Mayes said:

"The people throughout the United States, especially those interested in the progress of journalism, have given a good deal of thought the past few years to university training in journalism. We now have several universities devoting much time and money in the proper education of young men and women for a journalistic career, and so we were particularly anxious to have a strong paper on this subject, and I am pleased to present Professor Thorpe to you, who will talk to you on, "University Training for Journalists." (See address page 548.)

The President then introduced Mr. Hill, the newly-elected President of the University of Missouri, who supplemented Prof. Thorpe's ideas on the subject of "University Training for Journalists." He said:

"Ladies and Gentlemen, it is indeed a privilege to be with you and listen to your program. I bring to you the greetings of Mr. Williams and his regrets that he was not able to to be present, as he is now representing his country in England at a similar meeting.

I was on the faculty of the University of Missouri five years ago when we first thought of offering a course to the students in newspaper work, and I was a member of the

committee that considered the feasibility of organizing a school of journalism—just as are organized special schools in law and medicine. I had some experience in organizing a school for educators, and I was led to believe that the work of training journalists is very similar to the work of training teachers. Both are educators. The average teacher trains the pupil how to read, using reading in its fuller significance—how to get out of the printed page what the child ought to know. It is the work of the journalists to provide that matter all the rest of that child's life. The teacher trains the youth to get control of his own resources—to use his own thought: The journalist provides an all-around education for the youth for the rest of his life. The journalist's work, therefore, while not as fundamental, is larger than the work of the teacher. It therefore seemed to me that if we were to train teachers for their field of labor, we also should train the journalist for his.

A lawyer is not completely trained without the experience he gets in a law office after graduating from the law school. This training in the law office is essential; it is the practical experience which enables the lawyer to anticipate—and to provide for the real work ahead of him. When I was thinking over the matter of organizing a school for educators, there were two things which had to be considered: One was to train the teacher, to give him that range of knowledge which would fit him to become an educator so far as his intellect was concerned: The other was to give him the perspective—the point of view—the purpose; to give him the professional spirit in his work, which so many teachers seemed to lack. It was, therefore, important to give him, in connection with that training, some practice so that he would land on his feet when he entered the school-room. We therefore organized a school for the education of teachers.

Now we have done practically the same thing for journalists. Students taking up newspaper work study the fundamental sciences—sociology, history, economics, special training from the faculty of the law school, training from the faculty of the department of agriculture, and other departments—so that he gets a wide range of knowledge. Then he gets his course in the history and principles of journalism and newspaper making. But perhaps the best training he gets is in the publishing and editing of the little four-page university paper. The students gather all the news for this, and after a two months' course, write practically all the editorials. The paper is edited under sympathetic guidance, but the student has to fight on for himself; and thus instead of being thrown at once upon his own resources he is given this opportunity to get on his feet.

We have been able, even during the short time this department has been in existence, to eliminate certain would-be journalists—those who are not likely to make professional newspaper men. The engineering school does that. A man sometimes enters a school of engineering, who, while he may appear to make a very good business man, it is soon discovered that he is not adapted for engineering, so he is at once eliminated. We will have to do the same thing with students in journalism. This is an important part of the work in any department—the eliminating of impossible candidates for certain professions.

Now, I want to say one thing that occurs to me, as an outsider: I think that the greatest weakness in our school system is that there are too many pupils in them, with absolutely no motive. Why should an intelligent young man spend four years in the pursuit of knowledge without knowing to what use he is going to put this knowledge of science when he leaves school, and how can he be expected to pursue his studies with vim? But let him find a motive and he becomes interested and everything he does fits into that motive. And I want to say, too, that the brightest men we have in our university are the students in journalism. They are men who probably would never have taken a university course at all, had they not been led there to take this particular course. We now have seventy-five such students and are looking forward to an enrollment of one hundred and fifty. In order to make the work significant to the student and to give him a normal motive, you have to publish a paper and have subscribers to it. We have sent a complimentary copy of our little paper to every high school in the State; and I am told that the high school students are as well informed on the happenings at the university as they are on the topics of their local towns. We feel that we are helping to educate the high school students of the State, and are likely to point out the way to students who might be interested in journalism.

I am especially pleased to note that here in this progressive and richly endowed State there has already been started something that is practically a school for journalists—a full four years' course, as I understand it. That is virtually what ours is—except that we have organized it as a distinct school in order to get the advantage of freer administration for it, of greater dignity for it; of calling attention to it among students in a way which perhaps we could not were it a department in a college. I congratulate the University of Washington in having at the head of this department such a man as Professor Thorpe."

At the conclusion of Professor Hill's address, Mr. B. B. Herbert, in the name of the Association, offered a vote of thanks to Professor Thorpe and Professor Hill for their able addresses, and said:

"In 1884, as president of the Minnesota Editorial Association I recommended a school of journalism, and in 1886 at Cincinnati, the National Editorial Association passed resolutions asking their members to endeavor to have departments of journalism established in their state universities; and also a resolution looking to a great separate national editorial university. So you see the seed was sown a long time ago and has been kept alive at all our different meetings. And we are all certainly glad to find that these two young men are so well equipped for the work to which they are called."

The motion made by Mr. Herbert was seconded by a number of delegates and was passed by a unanimous vote, the members at the request of the President, rising to their feet as indication of the vote.

Mr. Symmes suggested that Professors Thorpe and Hill be made honorary members of the Association. This was made a resolution and presented to the Committee on Constitution and By-Laws to be acted upon tomorrow.

Mr. Leon Westmoreland, of the *Democrat,* Greenwood, Arkansas, was next introduced:

Ladies and gentlemen, before entering into my regular discussion I want to say that I consider it a great honor to follow these men who have just gone before me. There is a disposition among all of us to lead in everything, but we should have the ability and insight to see when someone is ahead of us and try to catch up. Now, when I see two young men like Professors Thorpe and Hill, I always get right behind them and watch their every step and if they do not get a lively sprint on I will catch up to them—and that is always my ambition. I am always glad to see tailor-made newspaper men; I am glad to see that men are paying more attention to mental tailoring than to physical tailoring. After all, it is not so much what you have on as what you have in (placing his forefinger on his forhead). The greatest impediment to newspaper work in the country today is, that some of us stand back when we hear of these new institutions and complacently say: "You cannot tell me anything about newspaper work; I have been in the business for twenty years." There is never a day in my home that I do not learn something from my little children; they ask me questions every day that no newspaper man in this assembly could answer in a life time. (See address, page 536.)

Mr. T. A. McNeil, of the *Capital,* Topeka, Kansas, being unable to leave the politics of Kansas, his address on "Journalism and Common Newspaper Men" was passed up.

Mr. E. E. Hurd, of Vancouver, Washington, made the following report, which was referred to the Committee on Resolutions:

"*Whereas,* The United States Government is printing envelopes for private use at actual cost of material and labor and sending same postpaid to the consumer—charging cost of transportation to the postal deficiency, and

Whereas, The United States has a large number of monotype casting machines capable of casting type at a minimum cost, and

Whereas, the type-casting business of the country is controlled by a trust, now

Therefore, Be it resolved, that we urge our representatives in the Government to secure the passage of a bill compelling the Government to furnish type to everybody who may wish it, at actual cost of the metal plus the labor of casting; and that same be advertised by postmasters and furnished on terms equally liberal with that of the envelope business; and cost of transportation of type likewise be charged to postal deficiency."

Mr. Hosmer stated that the committee on Constitution and By-Laws would meet at the Hotel Kennedy at 9:15 tomorrow morning.

It was moved, seconded and carried that adjournment be taken until 10:30 tomorrow morning.

THURSDAY, JULY 22. MORNING SESSION.

The meeting was called to order at 11 o'clock by President Mayes.

Mr. Erwin C. Funk, of the *Democrat,* Rogers, Arkansas, was introduced and made the following address: (See page 541.)

Mr. T. J. Bell, of the Tacoma *New Era,* announced that everybody connected with the N. E. A. was expected in Tacoma tomorrow. He said:

"We are looking forward with considerable anticipation to meeting you in our own happy hunting grounds; and I was commissioned by the committe that has the matter in charge to call and tell you something. In the first place, you are sure of the warmest kind of welcome. We hope to make your visit to our city tomorrow so pleasant that you will not forget it. A steamer has been chartered which will be owned by the N. E. A. the whole day; it will leave the dock at 9 A. M., arriving at Tacoma at 11 o'clock and the morning will be spent in sight seeing. A luncheon will be served at the Commercial Club (applause from an Oregonian). The afternoon will be spent in visiting interesting points, including Point Defiance Park, then back again to the city, where supper will be served at six o'clock (applause from same Oregonian).

We are sorry we cannot take you on a trip to Mt. Rainier, but hope to do so at some future time."

Mrs. Weatherred offered a vote of thanks to Mr. Bell for his kind invitation.

Mrs. Mary E. Hart, of the Alaska Building, was introduced and extended a cordial invitation to visit the building. Mrs. Hart, who has spent a number of years in Alaska, has charge of the Art and Women's work of the Alaska Exhibit. In inviting the members of the N. E. A., she said:

"In far-away Alaska we people are supposed to still be savages,—but we have newspapers there; every town of any size has one and the larger towns have two and three. We have public schools—graded and high schools, and consider ourselves pretty well advanced to be so isolated. I am sure if you will come over to our building I can give you some points that will make your trip to Alaska more interesting. I want you to see something of Alaska's resources; almost everything but tropical fruits is to be found in Alaska. I want to show something of the Alaska women's work: The Alaska woman has been too often misrepresented by the journalistic writer, who describes her as a boorish sort of creature going around without shoes. You will find that our Alaska women are just as womanly—just as civilized—as women in any part of the United States."

Motion was made by Mrs. Weatherred that the invitation be accepted. It was seconded and carried that the invitation be accepted.

The President next introduced Mrs. Stephen Putney, of the *Enterprise,* Wytheville, Va.

"Mr. President, Ladies and Gentlemen: I want to say just a word. I want to talk to you about "Some Institutions in which Newspaper People Should Interest Themselves." I am an amateur in newspaper work and expected to say nothing, but when I saw the session drawing to a close and that this subject I have in mind had not even been mentioned, it was borne upon me so strongly that it should be mentioned—and most emphatically mentioned—that I asked for the courtesy to put it before you for a few moments. The work I mean is in regard to that class of people that cannot speak for themselves—those people who are absolutely in the hands of boards of commissioners—I refer to the reformatory, to the almshouse, to the jail; and above all, to those poor unfortunates from whom the light of reason has fled—the insane. You know these institutions exist; you know their inmates are not able to lift their voices, or if they did would not be listened to. Now, you see the power of the newspaper: The paper sends a reporter to one of these institutions to see how things are being conducted and in many instances have found conditions most heart-rending. He goes back, writes a story and, if the editor is a man who has the good of humanity at heart, he opens up the question of investigation and after a little while it is found that the conditions are true and the newspaper keeps hammering until things are changed.

I know whereof I speak. Last winter, in the city of Baltimore, the Baltimore *Sun* sent one of its reporters out to a reformatory for boys, and by off-hand questioning of one of the boys discovered that the institution was practically under the control of a boy and that the punishment meted out to the boys was something barbarous. Now, when there are such institutions in your town do not take it for granted that they are all right. Send out one of your reporters and when you find inhumanity, uncover it."

Mrs. Putney's address was much applauded and received the endorsement of President Mayes.

Miss Goldie Perry was next introduced. Miss Perry, who represents the *Sun-Sentinel* of Winchester, Ky., was instrumental in the starting of this paper, and she chose for her topic, "Starting a Daily Paper in a Small Town." (See page 540.)

Miss Perry's address was most enthusiastically received. It aroused much interest among those members who were contemplating starting a daily paper in their own towns, or who hoped to do so at some future date, and Miss Perry was called upon to answer a number of questions.

DELEGATE—I would like to ask Miss Perry how many inhabitants there are in her town.

MISS PERRY—10,000, counting those in the country.

DELEGATE—I want to know if you secured contracts in advance in order to assure the success of the daily?

MISS PERRY—We did not. The Commercial Club started the daily paper, and my father had charge of the weekly. The daily paper was a success from the start.

MR. BAUMGARTNER—You had practically the whole support of the community through this Commercial Club, did you not?

MISS PERRY—Yes, we did, and the paper, though only eight months old is an assured success.

DELEGATE—If I were to start a daily paper, what suggestion would you have to offer?

MISS PERRY—I would suggest that you know how to edit it. (Applause.)

DELEGATE—Did the starting of a daily paper hurt the weekly paper in your town?

MISS PERRY—The daily has weakened the weekly, but has not hurt advertising business; and the people who leave town always want the weekly.

DELEGATE—Do you devote yourself entirely to local news or do you take telegraphic matter?

MISS PERRY—We publish four columns of outside news every day, and what doesn't happen we make happen. (Laughter and applause.)

DELEGATE—In changing a paper from a weekly to a daily what are the principal difficulties to be encountered?

MISS PERRY—Well, the first time he realizes that his paper has to be issued in two hours instead of two days, he is rather sorry that he did it. He is informed of a death and has to write an obituary fifteen minutes before the paper is issued. Now, therefore, writing death notices was one of his long suits. Usually it was the joint effort of himself and the parson, and in most instances was a gem: It invariably began: "An all-wise Providence has seen fit to call from our midst"—whether the deceased was a man who was hung or who had suicided. The editor, immediately upon the change from weekly to daily, is expected to look, act and write in a more dignified manner, while conscious of the fact that he is delivering six days in the week what was formerly given in one issue. There are more difficulties to be ovrcome by the ditor of a country daily than by the editor of a city daily. The city editor's work is subdivided, but the editor of a country daily, besides being its editor is also its manager, its collector and solicitor; and in Kentucky—its scrapper—editors out here on the Coast no doubt are nearer the "Pacific." (Laughter and applause.)

Mrs. Weatherred expressed the sentiments of the assembly by thanking Miss Perry for her efforts.

Mr. R. P. Habgood, of the *Star,* Bradford, Pa., was next introduced by President Mayes. His topic was, "Handling the Circulation of a Daily Paper."

The next address on the program was, "Developing Advertising Business on a Small City Daily," delivered by Mr. Carl Roe, of the *Union-Statesman,* Walla Walla, Washington. (See page 556.)

Chairman Castle, of the Committee on Credentials, made the following report:

Ladies and Gentlemen: In presenting this report it was found necessary to use the treasurer's books as credentials for the delgates here:

Total number of delegates attending	219
Associations represented	(47)
Officers	7
Past Presidents	7
Honorary Members	2
Ladies in attendance	145
Total strength of Convention	380

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Mr. Frank R. Gilson, Michigan, (Deceased.)
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Thirteenth President, Joseph B. Maccabe, *Argus*, East Boston, Mass.
Fourteenth President, R. H. Henry, *Clarion Ledger*, Jackson, Miss.
Fifteenth President, Matt Parrott, *Reporter*, Waterloo, Iowa. (Deceased.)
Sixteenth President, F. B. Baillio, *Review*, Cleburne, Texas.
Seventeenth President, Albert Tozier, *Pacific Farmer*, Portland, Ore.
Eighteenth President, Garry A. Willard, *Herald*, Boonville, N. Y.
Nineteenth President, P. V. Collins, *Agriculturist*, Minneapolis, Minn.
Twentieth President, W. W. Screws, *Advertiser*, Montgomery, Ala.
Twenty-first President, John Dymond, *Sugar Planter*, New Orleans, La.
Twenty-second President, John E. Junkin, *Bulletin*, Sterling, Kan.
Twenty-third President, Henry Branson Varner, Lexington, N. C.

The Credentials Committee reports that but few formal credentials from the various states were presented to it. It was therefore necessary to take the Treasurer's book and get a list of the delegates who had paid their per capita tax, and were therefore entitled to a seat in this meeting of the N. E. Association. We hereby recommend that the following list of delegates by states be declared the delegates to this meeting.

LIST OF DELEGATES ATTENDING SEATTLE CONVENTION.

A star (*) preceding the name of delegate indicates that he is accompanied by his wife or other persons.
Two stars (**) indicate two persons, etc.

Alabama Press Association (2)—F. L. McKenzie, *Tri-County Weekly*, Tallahasse; *R. H. Walker, *Democrat*, Athens.
Arkansas Press Association (2)—Leon Westmoreland, *Democrat*, Greenwood; *E. C. Funk, *Democrat*, Rogers.
Colorado Press Association (5)—Otto H. Wangelin, *Herald*, Boulder. G. E. Hosmer, Morgan Co. *Herald*, Ft. Morgan; Guy Hardy, *Daily Record*, Cannon City; Jack Stuart, *Courier*, Alamosa; *W. C. Calhoun, *Rocky Mt. Magazine*, Denver.
Californian Southern Press Association (15)—Ex. Com. J. P. Baumgartner, *Register*, Santa Ana; Mrs. H. G. Tinsley, *Review*, Pomona; Mrs. F. F. Penny, *Telegram*, Long Beach; *Mrs. F. E. Unholz, *Record*, Ontario; Mrs. H. A. Perkins, *Cultivator*, Los Angeles; Miss Nettie Dennison, *Cultivator*, Los Angeles; E. P. Clarke, *Riverside Press*, Riverside; Dr. Louise Harvey Clarke, *Riverside Press*, Riverside; Chas. E. Jones, *Ledger*, Lancaster; Dr. Fred Baker, *Sun*, San Diego; Dr. Charlotte Baker, *Sun*, San Diego; F. E. Unholz, *Record*, Ontario; O. B. Tout, *Chronicle*, Calexico; Mrs. O. B. Tout, *Chronicle*, Calexico; *F. S. Hosfelt, *Enterprise*, Los Angeles.
California State Press Association (1)—*Lyman M. King, *Review*, Redlands;
Florida Press Association (1)—Ex. Com. C. L. Bittinger, *Star*, Ocala.
Georgia Press Association (1)—*Miss Kate F. Ollinger, *Georgian and News*, Atlanta.
Idaho Press Association (1)—*F. S. Harding, *Signal*, Weiser.
Illinois Press Association (7)—Past President B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago; Ex. Com. Hon. J. B. Castle, *Argus*, Sandwich; C. W. Tietsort, *Messenger*, Medora; **H. D. Hemmens *Courier*, Elgin; *Geo. W. Hughes, *Register*, Clinton; *Mrs. S. B. Merritt, *Local*, Lostant; **W. S. Menamin; Chicago.
Illinois Women's Press Association (3)—*Mrs. Cornelia Templeton Jewett, *Union Signal*, Chicago; *Mrs. Jennie M. Kemp, *Union Signal*, Chicago; *Mrs. Sallie M. Moses, *Northwestern Agriculturist*, Minneapolis.
Inland Daily Press Association (2)—***W. L. Black, *Daily News*, Elgin, Illinois; E. L. Conklin, *Daily News*, Elgin, Illinois.
Indiana Associated Weeklies (3)—**Ex. Com. H. F. Harris, *Record*, Pierceton; *C. W. McIntosh, *Gazette*, Gaston; A. C. Hutchinson, *Herald*, Cayuga;.
Northern Indiana Editorial Association (2)—**Ex. Com A. D. Moffett, *Daily Record*, Elwood; W. E. Beeson, *Journal*, Winchester.
Republican Editorial Association (1)—**J. A. Kautz, *Tribune*, Kokomo.
Iowa State Editorial Association (9)—**Cor. Sec. Will F. Parrott, *Reporter*, Waterloo; Hon. Life Mem. Mrs. Matt Parrott, *Reporter*, Waterloo; Ex. Com. E. F. Medary, *Democrat*, Waukon; W. L. Brannagan, *Democrat*, Emmetsburg; Sherman Yates, *Advertiser*, Tipton; ****Geo. C. Tucker, *Journal*, Webster City; S. B. Stonerook, *Sentinel*, Iowa Falls; *D. G. Griffith, *Register*, Elkader; *E. E. Taylor, *Star-Clipper*, Tracr.
Kansas State Editorial Association (13)—Past President J. E. Junkin, Sterling; Ex. Com. Sheridan Ploughe, *Independent*, Hutchinson; *B. L. Mickel, *Clipper*, Soldier; *G. H. Yust, *Sun*, Sylvia; *Alvah Shelden, *Times*, Eldorado; *Chas. Yoe, *Tribune*, Independence; *Miss Mary M. Freeman, *Herald*, Dighton; J. W. Sowers, *New Era*, Spring Hill; Mrs. Chas. Landis, *Farmer*, Osborne; J. Byron Cain, *News*, Belle Plaine; *J. I. Parcel, *Republican*, Greensburg; *John Redmond, *Republican*, Burlington; *Henry R. Honey, *Western Advocate*, Mankato.
Kansas Southwest Association (1)—Ex. Com. W. M. Glenn, *Republican, Tribune*.
Kansas Northwest Association (1)—Ex. Com. W. L. Chambers, *Record*, Stanton.
Kentucky Press Association (2)—Ex. Com. R. R. Perry, *Sun-Sentinel*, Winchester; Miss Goldie Perry, *News*, Winchester.
Massachusetts Press Association (1)—*Joe Chapple, *National Magazine*, Boston.
Michigan Press Association (6)—*Ex. Com. L. A. Sherman, *Daily Times*, Port Huron; Wm. P. Nisbett, *Herald*, Big Rapids; *H. G. Barnum, *Weekly Times*, Port Huron; Miss Vera Robeson, *Times*, Port Huron; Dr. Emma E. Bower, Port Huron; *Wm. Wilson, *Times*, Harbor Beach.
Minnesota State Editorial Association (9)—**Ex. Com. H. C. Miller, *Free Press*, St. Peter; *J. P. Hurley, *Tribune*, Albert Lea; *J. A. Maxwell, *Republican*, Fulda; A. E. Stempel, *Herald*, St. Peter; *C. H. Bronson, *Review*, Osakis; *H. C. Hotaling, *Enterprise*, Mapleton; *Will Curtis, Treas. N. E. A., *Plaindealer*, St. James; Irving Todd, *Gazette*, Hastings; Past President P. V. Collins, *N. W. Agriculturist*, Minneapolis.
Minnesota Home Print Association (1)—Ex. Com. W. R. Hodges, *Herald*, Sleepy Eye.
Mississippi Press Association (7)—Ex. Com. J. L. Gillespie, *Commonwealth*, Greenwood; Mrs. J. L. Gillespie *Commonwealth;* Greenwood; Miss Margaret Richardson; Newspaper Union, Vicksburg; *Mrs. M. L. Turnage, *News-Enterprise*, Belzoni; J. A. Richardson, *Tocsin*, Indianola; Frank P. Cashman, *Evening Post*, Vicksburg; John K. Armstrong, *Journal*, Louisville.
Missouri Press Association (7)—Ex. Com. Omar D. Gray, *Leader*, Sturgeon; S. A. Clark, *Republican Record*, Carrolton; E. L. Purcell, Fredericktown; W. W. Waters, *S. W. Missourian*, New Madrid; Lewis Moore, *Telephone*, Hume; Ovid Bell, *Gazette*, Fulton; Past President, Walter Williams, Columbia.
Missouri Northeast Press Association (5)—Ex. Com. J. W. Jacks, Montgomery; Miss Carrie Gill, *Graphic*, Kirksville; Miss Florine B. Hatch, *Standard*, Montgomery; **G. W. Ridgeway, *Express*, Kirksville, Mo.; *Alex. Keith, *Standard*, Montgomery.
Missouri Northwest Press Association (1)—Ex. Com. Wes. L. Robertson, *Democrat*, Gallatin.
Missouri Southwest Press Association (1)—Ex. Com. Ben F. Wood, *Tribune*, Laredo.
Montana Press Association (3)—James A. Metcalf, *Review*, Glendive; E. H. Cooney, *Leader*, Great Falls; F. S. Reed, *Searchlight*, Culbertson.
Nebraska State Press Association (6)—Ex. Com. W. G. Purcell, *Chief*, Broken Bow; *L. A. Varner, *Sun*, Sterling; *H. M. Wells, *Vidette Herald*, Crete; *A. Sizer, *Tribune*, Fremont; *L. E. Cobb, *Enterprise*, Emerson; H. G. Taylor, *Nonpareil*, Central City.
Ohio Buckeye Press Association (4)—*Ex. Com. H. D. Campbell, *Republican, Gazette*, Lima; **Fred Snow, *Journal*, Spencerville; *J. H. Simms, *Tribune*, East Liverpool; F. J. Koch, Feature writer, Cincinnati.
Ohio Associated Dailies (1)—Howard Amos, *Daily News*, Sidney.
New England Suburban Press Association (1)—Henry B. Hale, *Gazette*, East Hartford, Conn.
New York State Press Association (6)—*Ex. Com. 3rd V. Pres. F. P. Hall, *Journal*, Jamestown; *W. H. Greenhow, *Tribune-Times*, Hornell; J. P. Herrick, *Breeze*, Bolivar; *Chas. C. Overton, *Brooklyn Journal*, Coney Island; John J. Galvin, *Register*, Fort Plain; John Crowley, *Times*, Little Falls.
North Carolina Press Association (10)—Past Pres. H. B. Varner, *Dispatch*, Lexington; *Ex. Com. Mr. Wm. C. Hammer, *Courier*, Ashboro; Miss Mamie Ballinger, *Dispatch*, Davidson; J. J. Farriss, *Enterprise*, High Point; Clarence H. Poe, *Progressive Farmer*, Raleigh; H. C. Martin, *Topic*, Lenoir; H. F. Swarengin, *News*, Edenton; W. K. Jacobson, *Times*, Washington; Rev. J. O. Atkinson, *Christian Sun*, Elon College; J. B. Sherrill, *Times*, Concord.
Oklahoma Press Association (5)—Ex. Com. Miss Maude O. Thomas, *Herald*, Beaver; Mrs. Blanche Lucas, *Oklahoma Topics*, Guthrie; *Frank D. Northrup, *Farm Journal*, Oklahoma City; *P. B. Vandament, *Mirror*, Glencoe; Miss Ida N. Niblack, Guthrie *Leader*, Guthrie.
Oregon State Press Association (11)—Past Pres. Albert Tozier, *Pacific Farmer*, Portland; Edith Tozier Weatherred, Western Tours, Portland and Seattle; E. B. Aldrich, *E. Oregonian*, Pendleton; Chas. H. Fisher, *Guard*, Eugene; L. Wimberly, *Review*, Roseburg; **W. E. Smith, *Republican*, Corvallis; Dr. E. D. Johnson, *Medical Sentinel*, Portland; Miss Emma G. Conklin, *Pacific Outlook*, Grant's Pass; Mrs. Emma Morgan, *The World*, Portland; ***D. W. Bath, *The Western Oregon*, Cottage Grove; *Arthur Conklin, *Pacific Outlook*, Grant's Pass.
Pennsylvania Editorial Association (20)—Ex. Com. R. H. Thomas Jr., *Journal*, Mechanicsburg; *First Vice Pres. Hon. A. Nevin, Pomeroy, *Repository*, Chambersburg; *Frank Bell, *Telegraph*, Pittsburg; *T. S. Gorley, *New Standard*, Uniontown; P. C. Boyle, *Derrick*, Oil City; Benj. Hepworth, *Dispatch*, Frankfort, Philadelphia; Hon. R. P. Habgood, *Star-Record*, Bradford; Frank E. McLean, *Times*, Union City; T. J. Keenan, *Post*, Pittsburg; H. H. Wray, *Advance*, Leechburg; Hon. Harry A. Thompson, *Times*, Tyrone; T. H. Harter, *Gazette*, Bellefonte; Mrs. W. B. Diefenderfer, *Tribune*, Altoona; L. J. Lubrecht, *Standard*, Hazelton; W. M. Donnelson, *Independent*, Harrisburg; R. K. Godding; *Republican*, Kane; R. M. Reed, *Valley Times*, Newville; Mrs. Dudley Tate Easby, *Mirror*, Altoona; O. D. Schock, News Bureau, Harrisburg; ***Chas. Schaffer, *Patriot*, Harrisburg.
South Dakota State Press Association (11)—***Second Vice Pres. and Ex. Com. R. E. Dowdell, *Advocate*, Artesian; H. S. Volkmar, *Review*, Milbank; **Geo. Schlosser, Newspaper Union, Sioux Falls; Fred N. Dunham, *Review*, Wessington Springs; *John L. Keene,

Herald, Woonsocket; Mrs. Lydia Eastwood, *Herald*, Watertown; *Mrs. T. W. Taubman, *Herald*, Plankinton; J. S. Headley, *Herald*, Menno; *B. Catsberg, *Fremad*, Sioux Falls; **W. T. Morton, *News*, Geddes; P. E. Gilligan, *Bulletin*, Highmore.

Tennessee State Press Association (1)—Ex. Com. Lynch Perry, *Democrat*, Columbia.

Texas Press Association (14)—Pres. Will H. Mayes, *Bulletin*, Brownwood; *Official Physician, Dr. B. A. Fowler, Brownwood; **Ex. Com. J. P. Chambless, *Daily News*, Ennis; Mark McGee, *University Texan*, Austin; Walter Ford, *Collegian*, Brownwood **S. P. Harben, *Echo*, Richardson; **J. A. Bradford, *Democrat*, Memphis; **R. C. Watson, *Echo*, Richardson; *Mrs. B. F. Hart, *Observer*, Quannah; *R. J. Edwards, Record and Chronicle, Denton; **W. A. Johnson, *Herald*, Memphis; ***J. L. Fountain, *Pilot-Eagle*, Bryan; ***E. Goethe, *Echo*, Waco; F. M. Littlepage, *News*, Kountze; W. R. Searcy, *Times*, Smithville.

Utah Press Association (3)—Ex. Com. I. E. Diehl, *Record*, Mammoth; *Mrs. L. B. Felt, *Argus*, Salt Lake City; *Miss May Anderson, *Children's Friend*, Salt Lake City.

Virginia Press Association (1)—Mrs. Stephen Putney, *Enterprise*, Wytheville.

Washington State Press Association (23)—Honorary Life Mem. and Ex. Com. Will A. Steel, *Nome News*, Seattle; Orno Strong, *West Coast Trade*, Tacoma; J. A. Swett, *Star*, Sultan; Joseph Blethen, *Daily Times*, Seattle; ***Frederick Ornes, *Argus*, Mt. Vernon; J. W. Lysons, *News Correspondent*, Seattle; E. E. Beard, *Daily Columbian*, Vancouver; J. D. Dean, *Journal*, Kent; Grant C. Angle, *Journal*, Shelton; Thomas Hooker, *Chronicle*, Spokane; C. V. White, *White's Sayings*, Seattle; *Olive I. Fortier, *Courier*, Sedro-Woolley; Lovett M. Wood, *Trade Register*, Seattle; *A. S. Randall, *Miner*, Roslyn; Ben Spear, *Press*, Waterville; Deed H. Meyer, *Echo*, Leavenworth; Thomas Crawford, *Daily Chronicle*, Centralia; W. B. Goode, Linotype, Seattle; W. B. Webster, *Leader*, Port Angeles; Miss Carrie Shaw Rice, Special Correspondent, Tacoma; E. P. Mitchell, *Pioneer*, Stevenson; *Carl Roe; *Morning Union*, Walla Walla; L. W. Soth, *Courier*, Kennewick.

Wisconsin Press Association (2)—J. H. Waggoner, *Leader*, Eau Claire; ***Adolph Candrian, *Nordstein*, La Crosse.

Washington, D. C. League of American Pen Women (2)—*Miss Mabel L. White, Faribault, Minn.; *Mattie Hamilton Flick, Oklahoma City, Oklahoma.

RECAPITULATION.

Associations Represented	47
Officers present	7
Past Presidents present	6
Honorary Life Members present	2
Committeemen and Delegates	219
Total Voting Strength of Convention	234
Ladies in Attendance	145
Total Membership of Convention	379

Respectfully submitted,
J. B. CASTLE, Illinois.
F. L. MCKENZIE, Alabama.
R. P. HABGOOD, Pennsylvania.
A. D. MOFFETT, Indiana.
WILL CURTIS, Minnesota.
Committee on Credentials.

Respectfully submitted to the Convention, and moved that the report be adopted.

It was seconded and carried that the report be adopted.

Mr. Steel announced that he was arranging a little longer trip to Vancouver and Victoria; that it would probably extend over Saturday and Sunday, and suggested that the various delegates report to him how many intended taking the trip.

The president announced that the committee on necrology would like the names of members who had passed away in the last year.

Moved, seconded and carried that the adjournment be taken until 2 o'clock.

THURSDAY, JULY 22. AFTERNOON SESSION.

The meeting was called to order by President Mayes at 2:15.

Mr. H. G. Taylor of the *Nonpareil*, Central City, Nebraska, was introduced by President Mayes and addressed the Convention on the subject of "Stopping the Leaks." (See page 546.)

Mr. Taylor's paper was received with much interest by the assembly and a discussion was started as to whether advertisements of lodge meetings, or of entertainments of a semi-philanthropic nature, etc., should be charged for in full, at the half rate, or no charge made.

J. A. METCALF—I want to ask a question that perhaps Mr. Taylor can answer. When I purchased the paper I now have I found that it had been the custom there to give all sorts of lodge notices, etc., entirely free. I introduced this half-rate charge, assuming that these things were partly of a philanthropic nature, but not long ago I was threatened by one of these societies that if I did not print their notice free it would hurt my business. I stated that I did not care for the money but was working on a principle and that I would be willing to donate to them all and more than I was receiving for the advertisement.

MR. TAYLOR—I would have refused absolutely to deviate from the principle I had laid down. If they object too strenuously to the half-rate we purchase a couple of tickets, but we claim our space is worth something and that is the principle on which we base our charge. So long as we continue printing these notices for nothing, our paper will be looked upon as public property.

J. P. HERRICK—We have this simple little rule. Any entertainment or meeting that is charged for, we charge for their notices, and take no tickets in exchange. There is no half-rate.

W. H. MAYES—I think the mistake Mr. Metcalf and Mr. Taylor made was in charging the half-rate. The full rate should be charged and we should not be bluffed into taking tickets or donating. Those bluffs do not last long, and the editor is respecteed more if he does charge.

J. P. BAUMGARTNER—What do you do when all the papers do not stand pat?

J. A. METCALF—That is the trouble I have been confronted with. When I first went to Glendive, Montana, the publishers of the other papers there and myself signed an agreement that we would not cut our rates, but before the ink was dry I saw bills where my competitor had cut rates fifty per cent."

J. B. CASTLE—I have two competitors in my town, and three years ago I started a rule that for entertainments that had a nickel charge or more I would charge the half rate; and for a fifteen-cent or quarter charge they were to pay full rate. My competitors objected to this rate and said they would hurt me, but I lost no business. There was a little friction at first, but the people took it for granted that an inch of space was worth something. They come along and pay just as the ordinary advertiser, and I have no trouble.

B. F. WOOD—We have three Sunday-schools in our town where, of course, collections are taken up for charitable purposes, and of course expected free notices. I suggested to them that they charge an admission fee for this same purpose. Well, the same objection raised itself: The other Sunday-schools refused to do it, saying they would lose attendance, but we pointed out to them the principle of the thing, and agreed to publish the fact that they would make the change. They finally agreed and paid us for their notices. We gave them to understand we would pay for what we got and they must pay for what they got.

L. A. SHERMAN—I believe if you will make some small reduction—say 25 per cent—on church notices, you will satisfy the people and then you do not have to buy tickets.

J. P. HERRICK—Our plan is this: We always add a reasonable margin of profit, and if anyone is anxious to take work without a profit, let him do it and he soon finds out he is the loser. If we do not see our margin of profit on the job we don't do it, and let the other fellow make the loss.

President Mayes read a telegram from the Chamber of Commerce of Aberdeen, Wash., inviting the members of the Association to visit Aberdeen. The secretary was requested to present the regrets of the Association.

Mr. W. L. Tobey, of the *Republican*, Hamilton, Ohio, who was on the program for an address on "Foreign Advertising," was absent and the address was passed over.

Mr. Omar D. Gray, of the *Leader*, Sturgeon, Mo., was introduced by the president. Mr. Gray made a motion that his paper on "Profitable Side Lines for Newspaper People" be printed without being read, as the session was drawing to a close. The motion was refused. (See page 543.)

Mr. Gray's paper proved a very interesting one, and in alluding to the topic, Mr. C. L. Bittinger, of Florida, told of one successful side-liner he knew in Florida. This man, he said, who had to borrow money to start his plant, last year made $50,000 on a fair that he ran as a side line. "Besides that, he has made money on real estate. Not long ago a moral wave struck the town and horse racing was not going to be tolerated. This young man went to the mayor and asked him what he was going to do about it; the mayor replied that every horse that ran was to be taxed $200 a day. This man has an option on a piece of land outside the town, and I learned a short time ago that he was preparing the land for a race track. Of course, this man may be the exception to the rule, but I see no objection to a newspaper man making money on side lines if he can do it."

H. B. HALE, of Connecticut, told of an editor in his State, who, after he had his paper running over with advertisements, had all the subscribers he could get, finally launched into the steamboat business, out of which to date he has made a profit of $10,000.

JOE CHAPPLE, of Massachusetts—I want to say I have a side line now. I have a daily press, and about the time the

halftones came out I got out a special edition, printing the pictures of the business men and distinguished people of the city, and I made a good deal of money. In order to be successful in any side line the editor must go among his people and observe. He knows everybody, he knows what is going on, and if he keeps his eyes open he is not long in finding a profitable side line.

Regrets that they could not attend the Convention were read from Mr. and Mrs. J. E. Junkin, of Kansas; from Mr. and Mrs. J. Dymond of Louisiana, and from past-president H. B. Varner of North Carolina.

The address on "Profitable Recreation for Newspaper Workers," by Will G. Steel, of *Steel Points,* Portland, was passed over for the present.

W. F. Parrot, corresponding secretary, said he had no report to make at this time as his report was turned over to the auditing committee. "However, it is my duty as corresponding secretary to appoint an advisory board. For this board I have selected: J. B. Castle, Illinois; W. H. Mayes, Texas; and (A. W. Glessner).

Will Curtis, Treasurer, reported receipts for 1909 as follows:

Total amount recived up to July 22, 1909:
207 paying delegates at $6.25.....$1,293.75
145 visitors accompanying at $4..... 580.00

Total from membership.....$1,873.75
In addition to above, there is $150 to come from advertising, making total.....$2,023.75

Mr. Mayes asked the sentiments of the Association in reference to a matter that came up last year: "A resolution was introduced and passed that a committee be appointed to prepare a report of the meeting for the American Press Association, and that it might be obtained in plate by such of the papers as desired to use this plate of the American Press Association. Now, is it the wish of the Association that this be repeated this year? If it is, the American Press Association will be glad if you will edit the matter. They will charge the usual plate rate, but there will be no charge to the Association. What is the wish of the Association?"

The matter was put before the house, and it was moved, seconded and carried that Sheridan Ploughe, of Kansas; J. P. Baumgartner, of California; and Omar D. Gray of Missouri, be appointed a committee to prepare matter for the American Press Association, with reference to this Convention and also with reference to the A.-Y.-P. Exposition.

The secretary was instructed by the house to put a copy of the constitution and by-laws in the proceedings of this meeting.

Chairman Hosmer, of Colorado, made a report of the committee on constitution and by-laws as follows:

To the National Editorial Association:

Your committee on constitution and by-laws, while in favor of the amendment offered by Mr. Herbert in accordance with the recommendations of President Mayes, increasing the membership of the Association on account of being unable to secure a copy of the present constitution and by-laws are unable to report said amendment in a proper and intelligent manner, and would therefore recommend that this meeting of the Association select a committee of five to prepare a new constitution and by-laws and report at the next annual meeting. Respectfully submitted,

G. E. Hosmer,
H. D. Campbell,
J. P. Hurley,
J. Redmond,
J. M. Chapple.

Mr. Ploughe of Kansas, offered the following amendment, and moved that a special order be made requiring it to be taken up the first thing at the next meeting:

"Amendment to Sec. 3: In order to determine the voting strength of this Association, the following rule shall be observed: Each State shall have one vote for each twenty-five newspapers that are registered in the Association of said State, or major fraction thereof,

Provided, That such delegates shall have credentials provided for in section two.

Further Provided, That all dues of said delegates shall be paid before the Association's meeting, for which said delegate is elected, has opened.

Sec. 4 to remain as it now is."

Respectfully submitted,
Sheridan Ploughe.

H. M. Wells, of Nebraska, asked that the word "Association" in the amendment to Sec. 3 be changed to "associations."

Mr. Habgood seconded the amendment, but asked that the word "newspapers" be changed to "members," for the reason that in many of the States membership was the basis and not newspapers and this would put all the States on the "paper" basis.

Mr. Ploughe responded that the Association had practically acknowledgd the "paper" as the proper representation in the Association, and that a national association has the right to set its own standard of membership and that there had to be a common basis. He further said:

"This does not interfere with Sec. 2. You can have as many delegates as you want; this simply goes to show the voting strength only; it has nothing to say about who shall be a delegate. It determines the question we have fought over so long; and we will know before the next convention just how many votes we have in that convention.

Mr. Habgood—I am in favor of establishing a permanent basis for voting, but I think votes should be based on the membership and not on the newspapers; and I ask that the word "paper" be struck out and the word "member" be inserted.

L. Westmoreland—In our State we have five press associations. Do I understand by this amendment that the general association shall be entitled to one vote by one delegate for each paper represented in that general press association? If so, I am opposed to it."

At this point, President Mayes declared the whole discussion out of order.

F. S. Harding, of Idaho, made a motion that the amendment be adopted and vote be taken changing the constitution the first day of the next meeting. It being the last day of the meeting, this was ruled out of order.

There was an exciting fifteen-minute discussion, in which Clarke of California, W. M. Glenn of Kansas, and Miller of Minnesota, took part as to whether or not Ploughe's amendment meant the revision of the Constitution.

Mr. Castle suggested that the matter be placed on file; that there was no reason for re-drafting the constitution when it could be remedied by the proper committee.

Mr. Ploughe said he did not think it necessary to redraft the constitution; that he simply wanted to give notice that this amendment was to be placed on file at the next meeting.

G. E. Hosmer, of Colorado, said it was so long since the members had seen a copy of the constitution, he thought a committee should be appointed to put it in proper shape so that the members could have a copy at the next meeting.

J. P. Hurley, of Minnesota, stated that, personally, a number of times he had inquired for a copy of the constitution but could not secure one; that for the want of a copy the members were unable to act intelligently over the proposed amendment. He suggested that a committee put it in shape and submit a copy of it at the next meeting.

At Mr. Mayes' suggestion a report of the constitution and by-laws was accepted and placed on file.

Mr. Ploughe again gave notice that he wished to place this amendment on file to be disposed of at the next meeting.

Mr. Habgood again objected to the word "Paper instead of "member" and said that while he knew the amendment as Mr. Ploughe had it was to prevent putting in delegates for voting purposes, but he contended that the resolution as it now stood would make it easier to pad delegate rolls than it would if it were based on members instead of papers.

Mr. O. H. Wangelin stated that Ploughe had a right to make it a special order, and Habgood's statement was ruled out of order.

President Mayes placed before the house the making of an amendment to the constitution as suggested by Mr. Ploughe, and it was moved, seconded and carried that amendment to Sec. 3 be made.

The committee on necrologyy made the following report:

"We, your committee on necrology, submit the following partial report:

We ask that any member knowing of the death of a past member of this Association send the name to the recording secretary, who shall include the name in the report of proceedings of this, the Twenty-fourth Annual Convention, the printing of the proceedings not to be delayed awaiting the report. The report to date is as follows:

Mrs. F. M. Hurley, Illinois Women's Press Association.
Rufus E. Echols, Editor *Star,* Mangrum, Oklahoma.
Dewitt C. Britt, Chelan, Wash.

Emory Smith.
Frank P. Garrett.

Respectfully submitted,
ALBERT TOZIER, Oregon
H. B. HALE, Connecticut.
J. P. HERRICK, New York.
IDA NIBLACK, Oklahoma.
F. S. HARDING, Idaho.

Mrs. Weatherred, who had a long acquaintanceship with Mrs. Hurley, spoke very feelingly of that lady's estimable qualities. "Her influence," said Mrs. Weatherred, "lasted not only while she lived but it is an influence that is still felt, and her death is much regretted by those who knew her."

Mrs. Jewett suggested that the Association make some tribute to the Old Ladies' Home in Chicago in memory of Mrs. Hurley.

Orno Strong, of Washington, asked permission to speak a few words in memory of Dewitt C. Britt:

"I found an acquaintanceship with Mr. Britt twenty-five years ago when he first came to this State; this country was then a wilderness and there were no lines of transportation. He located at Lake Chelan and there set up a printing press. There was no man living at Chelan more universally respected than Mr. Britt. One particular trait of his was his love for little children."

Mr. A. Tozier, of Oregon, also spoke of the beautiful traits of the deceased, and told of an incident at a depot in Milwaukee where a child had been run over by a truck, and the accident was witnessed by Mr. Britt, who picked the child up, took it to its home and left with the mother a sum of money for its care during its illness.

B. B. Herbert spoke a few words in memory of Emory Smith. He said:

"Emory Smith was a man so well known to the people of this country that it is almost unnecessary to say anything about him. He commenced business as a country editor and, I think, the second paper he was on, is now the paper owned by Mr. Pomeroy of this Association. He was a delegate to the first convention. He was a man of thorough education and had literary ability. He wrote 'The Life of Lincoln and Men of War Times.' He was a model editor and a man of pure life."

Mr. H. A. Thompson also made mention of the beautiful character of Emory Smith.

Mr. J. P. Herrick, of New York, spoke in eulogy of Frank P. Garrett:

"For many years he lived in the State of New York and so well did he carry on his duties that it would be safe for anyone to follow his footsteps. As a young man he succeeded in the wholesale business of his father; and for a while he served in the cavalry, where he made a fine record. As an editor, he was a member of this Association for more than twenty years and never missed a meeting. He was a man of wonderful executive ability and was a most successful newspaper man."

President Mayes read a telegram from "Gray's Harbor Daily News" extending a cordial invitation to the members of the Association to visit "the most westerly city in the United States."

The secretary was instructed to present regrets to the "News."

Mr. Will G. Steel, of *Steel Points,* Portland, Oregon, was then introduced by the president and read a paper on "Profitable Recreation for Newspaper Workers." (See page 538.)

Harry A. Thompson, chairman of Committee on Resolutions, presented the following report:

"In consideration of the many courtesies extended to the National Editorial Association in connection with its Twenty-fourth Annual Convention by the citizens of Chicago; the Northern Pacific Railroad Company, through that prince of good fellows, Mr. A. M. Cleland, general passenger agent, and of favors given by the Chicago, Burlington & Quincy Railroad Company, through its city passenger agent at Chicago, Mr. H. A. Cherier; also the delightful entertainment bestowed by the Chamber of Commerce at Lincoln, Nebraska; of the kind attention of the Chamber of Commerce at Spokane; of the citizens of Yakima, in the midst of the great apple country; also of the royal entertainment of the people of Seattle, and the managers of the Alaska-Yukon-Pacific Exposition; and,

Whereas, This hospitality has been so much enjoyed by every delegate and guest of the National Editorial Association; be it

Resolved, That we extend our heartfelt thanks to the citizens of Seattle, the greatest example of faith, enterprise and progress in city building and home establishing of modern years, a city beautiful for situation; to the managers of the Alaska-Yukon-Pacific Exposition, one of the prettiest, cleanest and most interesting and edifying of the several great expositions conducted in the different sections of the United States; to the Seattle Press Club, for the various kindnesses shown our members, including the prompt housing of the delegates, place for holding the convention, theatre tickets, boat and automobile rides, dinner and smoker; to the citizens of Tacoma and Victoria; to the Alaska Steamship Company, for extending courtesies now awaiting our acceptance; and to the genial and ever-courteous Will A. Steel for manifold favors throughout our stay in Seattle, also, be it

Resolved, That we, as members of the National Editorial Association, give substantial evidence of our appreciation of the city of Seattle, the Alaska-Yukon-Pacific Exposition, Tacoma, Victoria and Alaska, by liberal space in our several journals devoted to the story of our visit to the great Northwest and its ideal city, Seattle."

It was moved and seconded that the report by the committee on resolutions be adopted. The report was unanimously adopted.

The next order of business was the selection of the next place of meeting. W. F. Parrott moved that this matter be referred to the executive committee. The motion was seconded and unanimously carried.

Sheridan Ploughe presented the following report of the auditing committee:

"To the National Editorial Association:

We, the committee organized to audit the books of the Treasurer, beg leave to report that we have carefully checked the treasurer's report and find same correct.

Respectfully submitted,
SHERIDAN PLOUGHE,
G. U. HUGHES,
R. E. DOWDELL.

It was moved, seconded and unanimously carried that the report be adopted and filed.

President Mayes announced that the next order of business on the program would be the election of officers:

The contest for the presidency was between A. N. Pomeroy and J. P. Baumgartner, the latter withdrawing in favor of Mr. Pomeroy.

Alabama yielded to Mr. Dowdell of South Dakota. Mr. Dowdell responded with pleasant words of appreciation. He spoke of the somewhat bitter contest for the presidency and asked that all disharmony be done away with.

A. N. Pomeroy's name was announced and Sheridan Ploughe immediately seconded the motion.

J. P. Baumgartner, of California, was called for, and took the floor amid loud cheering led by R. P. Habgood and others, with chorus of "For He's a Jolly Good Fellow."

Mr. Baumgartner responded with the following:

"Ladies and Gentlemen: I had hoped I would have the pleasure of seconding the nomination of Mr. Pomeroy; I did not know what form the proceedings would take at this meeting. I have always loved this Association and cared more for its welfare than for any honor it might confer upon me. After my experience two years ago at Washington where I failed in the election by two votes, I had not thought of again being a candidate, but during the past two years it has been uncertain in my mind whether I should accede to the request of my friends, for I always coveted the honor and hoped for it.

In this contest there were several delegates who absolutely refused to take any sides; others were either unanimously for Pomeroy or myself. Some of the delegates expressed regret to me for having to vote against Pomeroy; and he tells me that others expressed regret to him for having to vote against me: It was a sort of mutual admiration society condition. There really had grown much bitterness between brothers and sisters in the same State because the majority would not yield to the minority, I felt it best to withdraw from the contest. I want to take this opportunity of thanking my friends who have been so loyal to me."

It was moved, seconded and carried that the secretary be instructed to caste the vote for Mr. Pomeroy for president.

The secretary counted 234 votes for A. Nevin Pomeroy for president.

President Mayes then introduced the new president to the Association, and Mr. Pomeroy responded with a few words of appreciation and spoke admiringly of Mr. Baumgartner's stand in the matter.

L. A. Sherman, of Michigan, moved that J. P. Baumgartner be elected first vice-president; seconded by Clarke, of

California, and carried; that the secretary be instructed to count votes for Mr. Baumgartner. The secretary counted 234 votes for J. P. Baumgartner as vice-president of the Association.

J. B. Castle, of Illinois, placed the name of R. E. Dowdell for second vice-president.

Mr. Baumgartner heartily seconded the nomination, and said that the happy results of a contest that promised to be very unpleasant were due to Mr. Dowdell's unselfishness; that without his tact it would have been impossible to bring about conditions that now prevailed.

It was moved and seconded that the secretary be instructed to count the votes for Mr. Dowdell. The secretary counted 234 votes for Mr. Dowdell as second vice-president.

J. A. Kautz, of Indiana, offered the name of A. D. Moffet, of his State, as third vice-president. W. M. Glenn, of Kansas, seconded the nomination and moved that it be carried. The secretary was instructed to count the votes. The secretary counted 234 for A. D. Moffet for third vice-president.

Mr. Moffet heartily thanked the members for the honor conferred upon him.

W. F. Parrott was unanimously re-elected as corresponding secretary.

It was moved by Mr. Herrick of New York, seconded and carried that W. F. Parrott be instructed to cast the ballot for Secretary Walker. Mr. Parrott counted 234 votes for Mr. Walker as secretary of the Association.

J. P. Hurley, of Minnesota, presented Will Curtis in re-nomination as treasurer, warmly seconded by J. B. Castle of Illinois. Orno Strong, of Washington offered the name of W. A. Steel, of his state, and J. L. Gillespie seconded the nomination.

President Mayes announced that J. P. Hurley, of Minnesota and J. L. Gillespie count the votes for the roll call of the States, a few minutes recess being taken for this.

The convention was again called to order by President Mayes. The secretary was instructed to proceed with the roll call of the States.

The president announced that while the tellers were preparing the list, the executive committee from the States for next year would be announced. The secretary was instructed to call the roll while each state responded:

Alabama Press Association—Jacob Pepperman.
Arkansas Press Association—W. W. Folsom.
Colorado Press Association—Newton Wilcox.
California Southern Press Association—J. P. Baumgartner.
Caliornia State Press—F. W. Richardson.
Florida Press Association—C. L. Bittinger.
Idaho Press Association—Chas. R. Hackner.
Illinois Press Association—J. B. Castle.
Illinois Women's Press Association—Mrs. C. Huling.
Inland Daily Press Association—A. W. Glessner.
Indiana Associated Weeklies—H. F. Harris.
Illinois Republican Association—W. L. Jones.
Northern Indiana Editorial Association—W. E. Beeson.
Indiana Republican Editorial Association—J. A. Kautz.
Iowa State Editorial Association—E. F. Medary.
Kansas State Editorial Association—Sheridan Ploughe.
Kansas—H. R. Honey.
Kentucky Press Association—R. R. Perry.
Massachusetts Press Association—Joe Chapple.
Michigan Press Association—L. A. Sherman.
Minnesota State Editorial Association—J. P. Hurley.
Minnesota Home Print Association—W. R. Hodges.
Mississippi Press Association—J. L. Gillespie.
Missouri Press Association—Omar D. Gray.
Missouri Northeast—J. W. Jacks.
Missouri Northwest—Wes. L. Robertson.
Missouri Southwest—B. F. Wood.
Montana Press Association—J. T. Metcalf.
Nebraska State Press Association—H. M. Wells.
Ohio Buckeye Press Association—J. H. Simms.
Ohio Associated Dailies—H. D. Campbell.
New England Suburban Press Association—Ernest E. Pierce.
New York Press Association—John P. Herrick.
North Carolina Press Association—Mrs. W. C. Hammer.
Oklahoma Press Association——.
Oregon State Press Association—D. W. Bath.
Pennsylvania Editorial Association—Harry A. Thompson.
South Dakota State Press Association—R. E. Dowdell.
Tennessee Press Association—Lynch Perry.
Texas Press Association—J. P. Chambless.
Utah Press Association—I. E. Diehl.
Virginia Press Association—Mrs. Stephen Putney.
Washington State Press Association—Will A. Steel.
Wisconsin Press Association—J. H. Waggoner.
Washington, D. C., League of American Pen Women—Mattie H. Flick.

The president stated that the votes for the election of the Treasurer would be read:

	Steel	Curtis
Alabama Press Association	1	1
Arkansas Press Association	1	1
California State Press Association		1
California Southern Press Association		15
Colorado Press Association	5	
Florida Press Association	1	
Georgia Press Association	1	
Idaho Press Association	1	
Illinois Press Association	1 not voting	6
Illinois Women's Press Association	3	
Inland Daily Press Association		2
Indiana Associated Weeklies	3	
Iowa State Editorial Association	4½	4½
Kansas State Editorial Association	4	6
	(Not all voting)	
Kentucky Press Association	2	
Massachusetts Press Association	1	
Michigan Press Association	5	1
Minnesota State Editorial Association		9
Minnesota Home Print Association		1
Mississippi Press Association	7	
Missouri Press Association		7
Missouri Northeast		5
Missouri Northwest		1
Missouri Southwest		1
Montana Press Association	3	
Nebraska Press Association	6	
Buckeye Press Association, Ohio	2	2
New England Press Association	1	
New York Press Association	1	5
North Carolina Press Association	10	
Oklahoma Press Association	3	2
Oregon State Press Association	11	
Pennsylvania Editorial Association	15	5
South Dakota State Press Association	5	6
Texas Press Association	7	7
Utah Press Association	3	
Virginia Press Association	1	
Washington State Press Association	23	
Wisconsin Press Association	2	

The results of the voting was announced as 92 for Curtis and 138 for Steel.

Will A. Steel was elected treasurer of the National Editorial Association.

The president read an invitation from the Board of Commissioners of the Territory of Hawaii, requesting the members of the Association to visit the Hawaii building, where they would be well entertained.

The President also read an invitation received from the Alaska building to visit the building after adojurnment, where an entertainment was provided for them.

Motion was made for final adjournment, seconded and carried.

REPORT OF COMMITTEE ON TREASURER'S BOOKS.

Hon. Will. H. Mayes, President National Editorial Association:

Your Committee to whom was referred the Treasurer's books and accounts, beg leave to report that they have examined the same and find them as follows:

Amount of money in treasury at begin- this meeting, nothing.	
Money received at Seattle Convention, 207 delegates	$1,293.75
148 persons accompanying	592.00
On advertising from W. F. Parrott	150.00
Total receipts of meeting	$2,035.75

Your Committee approves and recommends the payment of the following bills:

W. F. Parrott, salary, traveling expenses, stenographer, postage, printing, etc.	$ 751.65
R. H. Walker, Recording Secretary	100.00
Will Curtis, Treasurer, salary, printing, postage and expenses	179.85
Credentials Committee, printing	34.00

Appropriation for present for Will H. Mayes, retiring president	100.00
B. B. Herbert for publishing Proceedings	500.00
Total expenses	$1,665.50
Balance in Treasury	370.25

All of which is respectfully submitted,

SHERIDAN PLOUGHE,
G. W. HUGHES,
R. E. DOWDELL,
Committee.

The United Typothetae of America in Annual Convention at Detroit

The United Typothetæ of America held its twenty-third Annual Convention at Detroit, Michigan, Wednesday and Thursday, July 14th and 15th. The meetings were well attended and were marked by unusual interest on the part of the members. In the parlors of the Cadillac Hotel many exhibits of interest to master printers were on display. Implements and machines for all manner of work in producing printing were shown. On Tuesday afternoon there was a meeting of the retiring Executive Committee, and Tuesday evening an informal reception and smoker was held in the hotel parlors. A very fine entertainment had been prepared by the Detroit committee, consisting of music, vocal and instrumental, sleight of hand, vaudeville entertainment. This was open to the ladies. On Wednesday morning Mayor Breitmeyer of Detroit welcomed the 200 visitors to the city and turned over the keys. The mayor was followed by John Trix, president of the Employers' Association of Detroit, who delivered an address on the relations of the business man to the employing printer.

In the afternoon the convention held a regular session and the ladies who had accompanied the delegates were given an automobile ride. At 3 P. M., the secretaries of the local organizations held a meeting looking toward a more effectual organization. Reports were made on local conditions and recommendations offered for needed legislation. An illustrated lecture on the cost of production was given Wednesday evening by Chadwick P. Cummings, Secretary of the Board of Trade of Philadelphia. This was illustrated with lantern slides under the able management of Daniel Baker of the *Master Printer* of Philadelphia.

A lively session of the convention was held Thursday morning, the interest centering about a discussion concerning the liability of employers in the case of injured workmen. The following strong resolutions were adopted:

Whereas, The United Typotheæ of America stands for the bettering in every practical manner the conditions of workmen employed in the printing industry, and,

Whereas, With the development of modern manufacturing the old common law concerning accidents to workmen and contributory negligence generally works injustice and hardship to the injured and their families; therefore, be it

Resolved, That the United Typothetæ of America advocates the enactment of laws fixing reasonable but sure and prompt recompense to injured workmen, whether injured by unavoidable accident or through negligence, which recompense may, through insurance or otherwise, become a regular charge of doing business; and, be it further,

Resolved, That the convention recommend to its various typothetæ that they use their influence toward having the necessary legislation passed in their respective States to accomplish this purpose.

Resolutions were also drawn against the application of the contributory negligence defense in damage suits.

Thursday evening there was a lecture on color harmony by a gentleman attached to Philip Ruxton's office, New York, followed with a lecture on Cost by Robert Denham of Minneapolis.

Friday afternoon there was a water trip on the Detroit river with dinner at Bob Lo Island. Music was furnished on board for dancing which added a very enjoyable feature to the trip.

The election of officers resulted in the selection of E. Lawrence Fell, Philadelphia, president for the last two years, for a third term. The other officers elected were: First vice-president, Wilson H. Lee, New Haven, Conn.; second vice-president, George M. Courts, Galveston, Texas; third vice-president, Harry K. Dean, Grand Rapids, Mich.; treasurer, A. M. Glossbrenner, Indianapolis, Ind., and secretary, Franklin W. Heath, of Philadelphia, Pa.

The following members constitute the new Executive Committee:

Wilson H. Lee, New Haven, Chairman; J. Stearns Cushing, Norwood, Mass.; L. T. Davidson, Louisville; George H. Ellis, Boston; Alex. Fitzhugh, Des Moines; W. T. Fletcher, Kansas City; Wm. J. Golder, Pittsburg; William Green, New York; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio, Tex.; J. W. Morgan, Chicago; William Pfaff, New Orleans; Robert Schalkenbach, New York; Fred L. Smith, Minneapolis; C. M. Skinner, St. Louis; Edward Stern, Philadelphia; John Stovel, Winnipeg, Canada; E. C. Tanger, Rochester, Rufus C. Williams, Richmond; President, Vice-Presidents and Treasurer, Ex-Officio.

FRANKLIN W. HEATH, *Secretary.*
The Bourse, Philadelphia, Pa.

One of the most important moves of the executive sessions of the day was the decision to select an assistant secretary who will be appointed next month and will be stationed in the Chicago-Detroit-Kansas City district. The convention city for 1910 will be named by the executive committee later this summer.

It was the unanimous opinion of the members that this convention was the best one held in recent years. Under the head of Special Legislation the following subjects were considered and acted upon:

Amendments to Constitution.
Reduction of Dues.
Discussion of Trade Abuses.
Matter of Printing Stamped Envelopes by the Government.
Duty on Post Cards.

A WELCOME VISITOR.

DAVIS, W. VA., Jan. 28, 1909.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR:—Enclosed find check, for which please continue us on your list of friends. The N. P.-J. is indeed a welcome visitor to the *News* office.

Yours very truly,
W. R. MORRIS.

ENJOYS READING THE N. P. J.

SOLDIER, KANSAS, April 15, 1909.

B. B. Herbert, Chicago.

DEAR SIR AND FRIEND:—The enclosed will pay for another year's subscription to your valuable paper, which I enjoy reading.

Yours very truly,
B. L. MICKEL.

IT GIVES GOOD SUGGESTIONS.

RED WING, MINNESOTA, March 31, 1909.

B. B. Herbert, Chicago.

DEAR MR. HERBERT:—Enclosed check for subscription to N. P.-J. We enjoy your paper very much and it is giving us good suggestions.

Very truly yours,
S. N. GIBSON & SON.

President-Elect A. Nevin Pomeroy

Hon. A. Nevin Pomeroy was born in Philadelphia, Pa., May 27, 1859. At the age of eighteen he entered the office of his father, who was then editor and proprietor of the *Franklin Repository*, a weekly newspaper published in Chambersburg, Pa., and now the third oldest newspaper published

A. Nevin Pomeroy, President-elect,
Franklin Repository, Chambersburg, Pa.

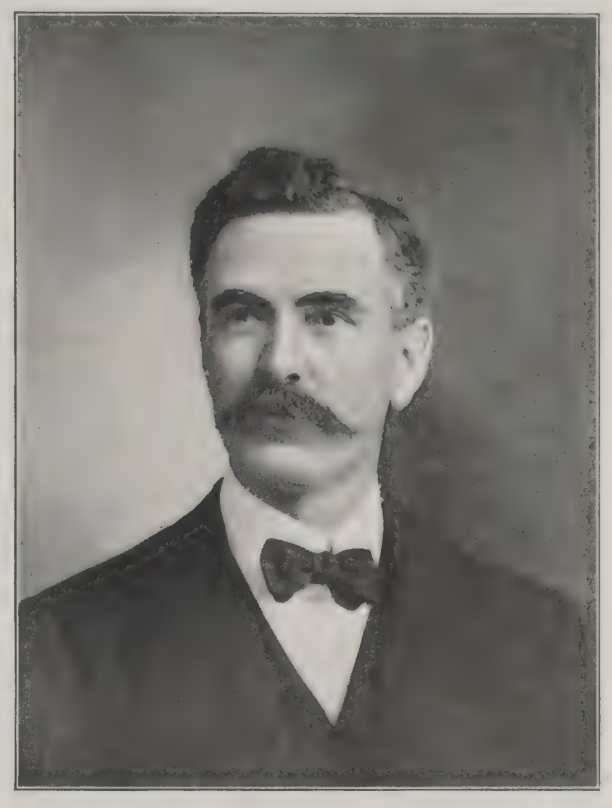
in the United States, having been established in 1790. Mr. Pomeroy first learned the printing trade, then became reporter and upon the death of his father became the owner and editor of the *Repository*.

Will F. Parrott, Corresponding Secretary,
Daily Courier, Waterloo, Iowa.

In 1883 Mr. Pomeroy established the daily issue of the *Repository* and has conducted it as well as the weekly most successfully ever since. The Repository is regarded as one of the leading papers of Pennsylvania, and its editorial utterances are quoted largely by the newspapers of that State.

In addition to the newspaper plant which is equipped with Mergenthaler Linotype machines, web perfecting presses, and all the latest improved machinery, Mr. Pomeroy conducts one of the largest job and book printing establishments in his State, as well as a large bindery, all thoroughly equipped, railroad and book work being a specialty.

Recognizing in Mr. Pomeroy a man of vast experience in the printing business, Governor Pennypacker offered to him, entirely unsolicited, the office of Superintendent of Public Printing and Binding of Pennsylvania. The Department at the time required many improvements and reforms. Mr. Pomeroy at once had new laws enacted which placed the Department on a business free from any political entanglements or opportunity for graft in any way. So well has the Department been conducted that Governor Stuart upon



J. P. Baumgartner, First V.-P.
Daily Star, Pasadena, Calif.

assuming office immediately reappointed Mr. Pomeroy, something that has never been done in the history of the position.

Mr. Pomeroy has also represented his district several times in the House of Representatives of his State. On various occasions he filled the speaker's chair with great acceptability. His knowledge of parliamentary law is such as will make him an excellent presiding officer of the National Editorial Association in every respect.

The Stoughton, Wis., dailies have merged and the paper will be known as the *Courier-Hub*.

J. E. Spaulding, one of the best known newspaper men in Iowa, has gone to Topeka, where he takes the circulation management of the *Kansas Farmer*, one of the leading agricultural papers of the southwest.

W. L. Odett, who has been managing an Elgin, Ill., paper for several years, is about to start a daily paper at Kenosha, Wis. The paper will be issued evenings and called the *Journal*. Kenosha now has only one paper.

Following the resignation of Miss Alice Boland, teacher of German at Appleton, Wis., high school, came the announcement of her engagement to Sam J. Ryan, Jr., editor of the Appleton *Daily Crescent*. Miss Boland's home is in Rogers Park, Ill.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Among recent shipments, the Oswego Machine Works, Oswego, N. Y., report several of their high-speed Paper Mill Automatic cutting machines shipped to the San Rafael Paper Mills, Mexico, D. F.

* * *

The Frank Armstrong Advertising Company of Des Moines, Iowa, has been using space in this magazine for the purpose of telling printers about a most effective scheme for securing an increase in trade and multiplying the orders for printed matter. The charge for the service is low and out of proportion to the benefits derivable from its use. Immediate reference to the advertisement is advised.

* * *

Mr. John D. Rerick, one of the most capable salesmen that ever traveled for a printers' supply house, and who has been Illinois representative for Barnart Brothers & Spindler for twelve years, has given up his position to return to his first love—the newspaper business. Mr. Rerick has purchased the *Daily Sun* and *Weekly Standard* at Kendallville, Indiana, and assumed control July 1st. Mr. Rerick was part owner of this newspaper property fifteen years ago, and returns to it as sole owner, his former partner, Senator Joseph S. Conlogue, having died. Mr. Rerick is a newspaperman of extensive practical experience and possesses a wide and cordial acquaintance in Illinois and Indiana, among printers and newspapermen. Kendallville is an enterprising and beautiful town of about 6,000 population, surrounded by a rich agricultural district, and extensively engaged in manufacturing.

* * *

ADVANCES IN PRINTING METHODS.

The average merchant in printing materials is a mere peddler, having little real knowledge of his customer's requirements and is unfriendly to all new ideas, because they make some of his stock unsalable and require some exercise of practical intelligence to comprehend. Thus it happens that the contents of nearly all printing materials catalogues are alike, copied one from the other and are extremely conservative. An article or machine that has not proved itself salable easily is excluded. In the meantime, the wise ones among the printers are reaping the advantages of new inventions for a few years before the average printer hears of it.

One firm that makes a specialty of encouraging all good new ideas is that of Wesel. Consequently the Wesel Catalogues are much more interesting than are others to those who wish to progress. There are hundreds of printers who specialize certain lines. These are the most prosperous. Almost invariably these are customers of Wesel, because he caters for them, developing their ideas or furnishing ideas to them. The results are usually—not always—shown in Wesel's catalogues, and in course of time, when the cream of the profits derivable from the use of new methods has been lapped up by the progressives, these may be found in the average catalogue of the average peddler of printing materials. Wesel has built up the most complete supply house in the world by thinking ahead or getting in touch with those who think ahead. After a while the hindsighters catch on. The foresighters are all students of the Wesel catalogues which are (1) Printing machinery and materials, (2) Electrotyping machinery and appliances, (3) Stereotyping machinery and appliances, (4) Photo-engraving machinery and appliances, (5) What those who print from plates should know about blocks, (6) Automatic Self-Feeding and Self-Inking proof presses.

* * *

A pamphlet that will be of interest to Nature lovers, and especially to those contemplating an outing in the Rocky Mountain region, is Stanley Wood's "With Nature in Colorado," just published by the Passenger Department of the Denver & Rio Grande Railroad. The illustrations, of which there are many, harmonize with the title and text. This is one of the best of the score of publications put out by the railroads this year and no doubt will be in great demand.

* * *

Many printers make a specialty of monthly blotters carrying a Calendar and they will be interested in the unique Calendar Figures which have just been brought out by the American Type Founders Company. The accompanying specimen is set in the 12 Point size and as these figures are made in 6, 8, 10 and 12 Point, they can readily be adapted to varying requirements.

Just the thing for running a small calendar in the newspaper column. The 6 Point font contains an assortment for yearly calendars and the 8, 10 and 12 Point sizes contain an assortment for 6 months. The prices of the 6, 8 and 10 Point are $1.00 per font and the price of the 12 Point is $1.25. Wide-awake printers will find these useful also for other forms of printing which have previously required the expensive combination of rule and figure work.

1909 AUGUST 1909

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

For certain forms of printing there is nothing that quite takes the place of Script, and in this issue the American Type Founders Company have two pages devoted to a showing of their new Commercial Script. This is a beautifully cut, legible and bold face, which will speedily become popular with the best printers.

CONTAINS A WORLD OF INFORMATION.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Please find enclosed check for $2 as subscription to the NATIONAL PRINTER-JOURNALIST to January, 1910.

I am always pleased to receive the N. P.-J., as it contains a world of information for the printer.

Yours very truly,

WHEATON, MINNESOTA, June 12, 1909. J. W. MILES.

VERY HELPFUL IN HIS WORK.

DONALDSON, MINNESOTA, Feb. 1, 1909.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Inclosed find draft for $2 to apply on my subscription account. I find the PRINTER-JOURNALIST very helpful to me in my work, especially the departments conducted by Messrs. Copper and Hanson.

Yours truly,

ARTHUR DODD.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—BEST PAYING ONE-MAN WEEKLY PAPER and job office in Texas. $750.00 buys plant. Address TEXON, Mobeetie, Texas.

EXCHANGE YOUR OLD TYPE FOR NEW DURING this dull period. Three lbs. of old for 1 lb. of new; 6 lbs. soft, stereos, electros, etc., for 1 lb. new. EMPIRE TYPE FOUNDRY, 868 Ellicott Square, Buffalo, N. Y.

NEURNBERGER-RETTIG FOR SALE—One Neurnberger-Rettig Type Caster. Only reason for selling, have installed a Monotype. Address Robert L. Stillson Co., 122 Centre St., New York City.

ONE LANSTON MONOTYPE CASTING MACHINE, WITH keyboard. New within five years and in first-class condition. Cottrell, new high speed, Series No. 5, style K, printing press complete. In first class condition. Bed 34x46, 4 form rollers, Front fly delivery. Latest style bed movement, geared table, vibrator rollers, direct drive, C. & C electric motor. First-class condition, complete. 3½ h.p., 220 volts, direct current, 950-1250 revolutions, resistance and latest style Cutler-Hammer controller, wire and switch. For lowest cash price address Willis D. Porter, 33 Broadway, New York.

THE CORDAY & GROSS COMPANY WANT A BINDery Foreman at once—the best in the business—one with strong executive ability; thoroughly competent on all catalog, booklet and folder work. Strictly sober, clear-minded, loyal man, has here a fine chance with all modern plant. Write fully your experience, present location and salary you hold your service worth to THE CORDAY & GROSS CO., 113 St. Clair Ave., Cleveland, Ohio.

TO JUST ONE PRINTER

Business Builders

In a town, we will supply a system of advertising that will bring immense returns for his job printing department. Our service will include two-color cuts and copy for blotters only, or for booklets, folders and mail cards, as desired. You *might* write better copy, but you're *not* doing it. Our service secures action—and it builds business.

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

NEW ENGLAND COUNTY SEAT WEEKLY.

No competition. Returned owner $1300.00 to $1500.00 annually for personal effort and investment in years 1904 to 1908 inclusive. Best of reasons for selling. A high class, clean cut property. Price $3,000.00 cash now. $2,000.00 cash might be accepted as first payment. Proposition No. 498.

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Newspaper Broker **277 Broadway, New York**

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

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"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

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and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

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Trade Work, Die and Copper, Engravers for concerns who do their own printing

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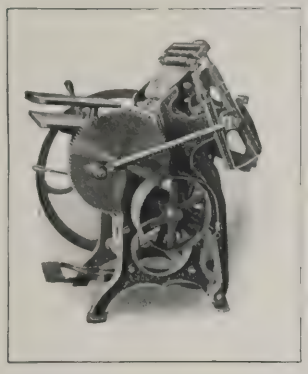
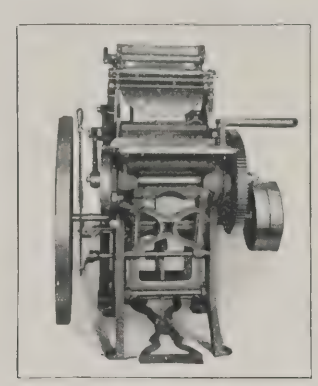
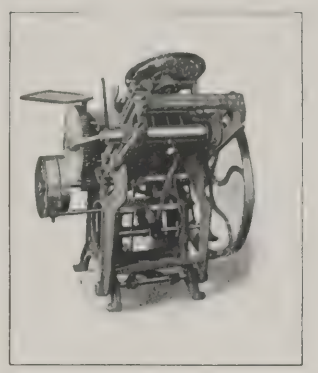
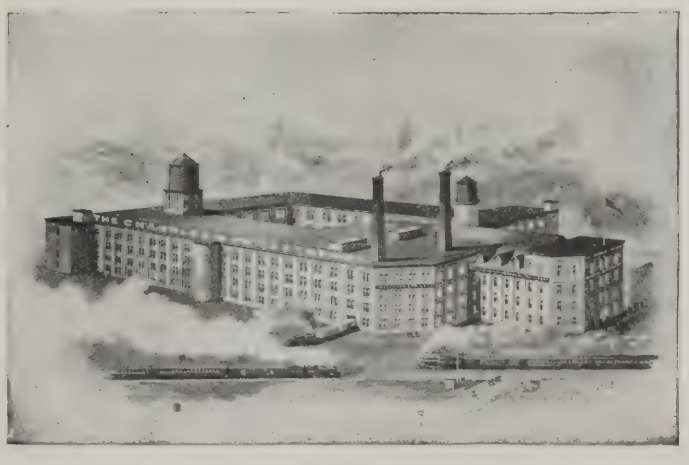






THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES

THREE SIZES
23 inches, 26 inches and 30 inches



OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space

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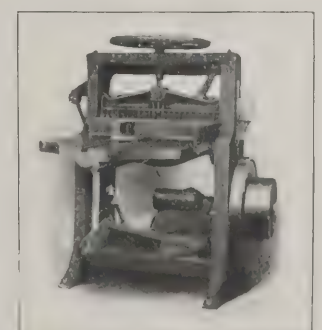
THREE SIZES
30 inches, 32 inches and 34 inches

THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.



THREE SIZES
30 inches, 32 inches and 34 inches

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that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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Bargains in Printing Presses

WE HAVE ON HAND

Some presses that will print—

4 or 8 pages	4-6-8-10-12-16 pages
4-6-8 pages	4-6-8-10-12-16-20-24 pages
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All taken in trade and replaced with our Patented Straightline Presses

Now is the time to secure bargains. Write us on any kind and style machine you can use.

Terms to Suit Purchaser

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Users of R. R. B. Pad Glue

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No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours

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A Complete Handbook of Modern Newspaper Methods

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THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

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REBUILT CYLINDERS NOW IN STOCK

Every Press Thoroughly Rebuilt from the Ground Up and Guaranteed to be in Good Working Order

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The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

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This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

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NATIONAL PRINTER-JOURNALIST

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PHOTO-ENGRAVERS SHOULD USE GLOSSOID BRANDS OF POLISHED ZINC AND COPPER PLATES

STAR ENGRAVERS SUPPLY CO.

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Good Envelopes and Where they are made

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ESTABLISHED TWENTY-TWO YEARS

THE OFFICIAL PAPER of Employing Printers and Newspaper Publishers in America—The National Editorial Association of the United States, Founded by Its Editor in 1885 at New Orleans, La.

Enthusiastically supported by its readers, and they are *readers* too:—

Right here is an advertising point that many an advertiser overlooks. A trade paper, for instance, may have a great number of subscribers and only a few ***readers***. They look at the pictures and lay it aside "to keep." How much more successful is the advertising medium which compels attention, whose every page is greedily devoured—ads and all!

Circulates in Every State of the Union. A subscriber says: "Every printer and publisher with brains should take it."

And Every advertiser who wishes to secure the attention of printers and publishers should know of its sterling advertising qualities.

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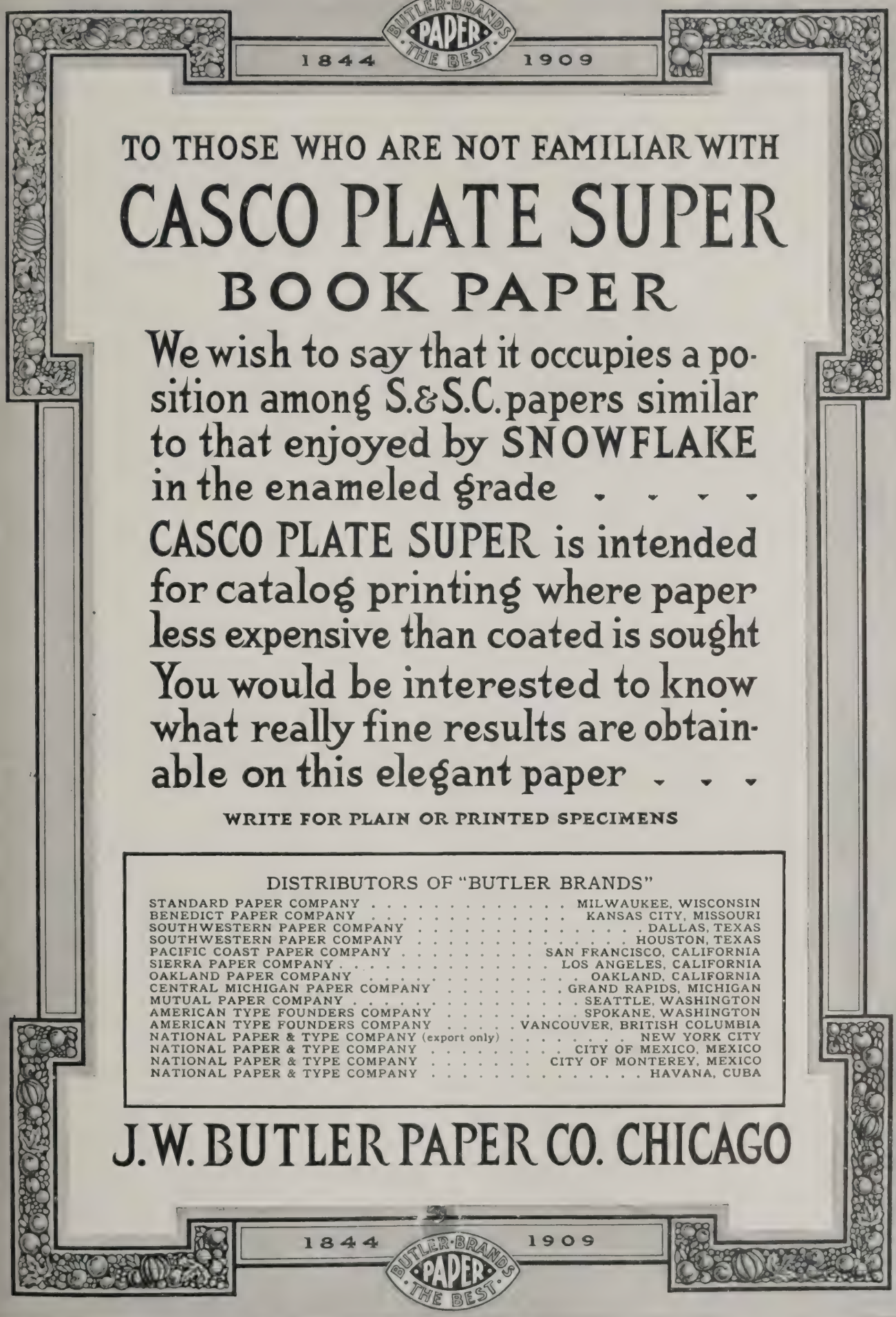
NATIONAL PRINTER-JOURNALIST

PUBLICATION OFFICE

1317-1321 Ravenswood Park, - - CHICAGO, ILLINOIS



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We wish to say that it occupies a position among S.&S.C. papers similar to that enjoyed by SNOWFLAKE in the enameled grade

CASCO PLATE SUPER is intended for catalog printing where paper less expensive than coated is sought

You would be interested to know what really fine results are obtainable on this elegant paper

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OAKLAND PAPER COMPANY	OAKLAND, CALIFORNIA
CENTRAL MICHIGAN PAPER COMPANY	GRAND RAPIDS, MICHIGAN
MUTUAL PAPER COMPANY	SEATTLE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY	SPOKANE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY	VANCOUVER, BRITISH COLUMBIA
NATIONAL PAPER & TYPE COMPANY (export only)	NEW YORK CITY
NATIONAL PAPER & TYPE COMPANY	CITY OF MEXICO, MEXICO
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J.W. BUTLER PAPER CO. CHICAGO

1844 BUTLER·BRANDS PAPER THE BEST 1909

As the Largest Producers of Electrotype Plates in the World, with a business created entirely on quality and service, we claim for our electrotypes an exact duplication and a PRINTING QUALITY EQUAL TO THE ORIGINAL, and for our nickeltypes an extra wearing quality for long runs and for color printing.

"The proof of the pudding is in the eating" and the publisher and printer that appreciates quality is respectfully invited to test our service. We also make designs, drawings, halftones, zinc etchings, wood cuts and wax engravings, but—we do no printing.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 DEARBORN STREET

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If you are a buyer of Engravings you should have our NEW SCALE OF PRICES, the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

EXTRA QUALITY GRATIS

THOUSANDS OF PRINTERS have learned to their great profit that WESEL QUALITY is the very best in Printing Materials, and that WESEL manufactures cost no more than printing materials not so good. You can prove this by getting WESEL'S Catalogue of Printing Machinery and Materials and sending an order to nearest WESEL house. Perhaps you are in a rut. It will pay you to get out of the rut. Do it now. He who procrastinates loses by it.

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F. Wesel Manufacturing Co. MAIN OFFICE AND FACTORIES: **70-80 CRANBERRY ST., BROOKLYN.**

NEW YORK: 10 SPRUCE ST.; CHICAGO: 329 DEARBORN ST.; PHILADELPHIA: 712 MUTUAL LIFE BLDG.

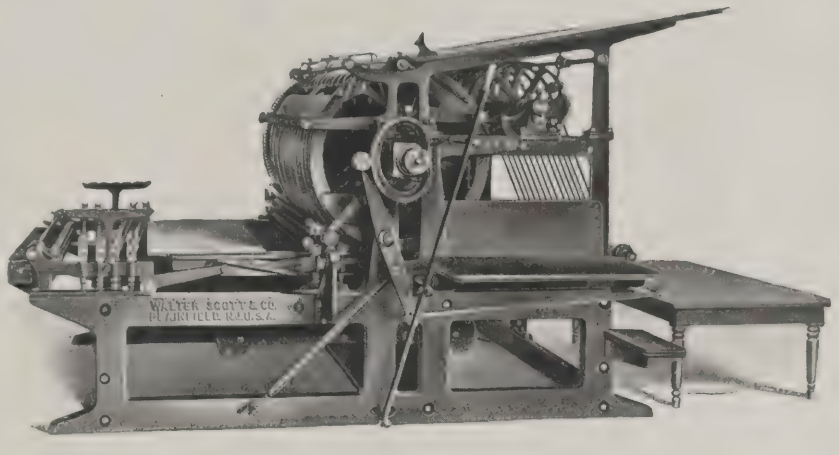
From NEWS DRUM to "SPEED KING" ROTARY

No matter what your requirements are, you are doing yourself an injustice if you fail to get full information about *SCOTT PRESSES.* They are built in many different styles to properly and economically fill various demands. Below are illustrated two extremes. If your paper is too big for the first or too small for the last, we have several intermediate styles, one of which will suit YOU. We also make bigger presses—in fact, we have the only complete line.

SCOTT CLASS C. T.

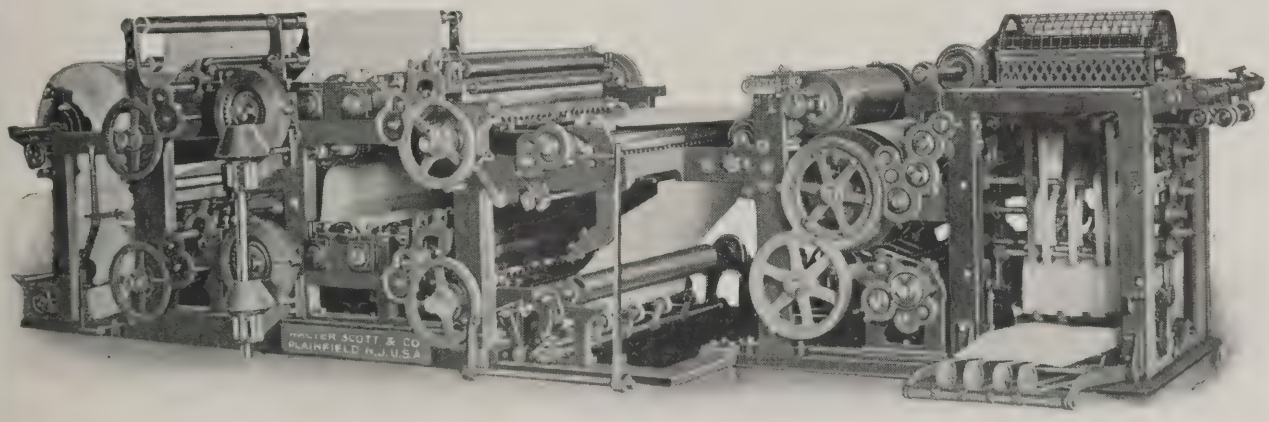
This is the latest improved machine especially designed for the requirements of the newspaper office in smaller towns. It is so accurately constructed and of such excellent design that it is also used by job printers for the economical production of ordinary job work.

This press is the finest machine of its kind that it is possible to build at any price, and it has become so popular that orders for a large number of these presses have been received, although the first machine was only shipped in January of this year. Send for descriptive matter and price.



SCOTT CLASS XX. The Latest—The Best.

Enormous speed attained from fewest plates, without increasing number of cylinders, surface speed of webs or number of paper rolls, and using regular semi-circular plates.



There is no machine ever offered the publisher that combines so many advantages and at the same time has no drawbacks. It is made in many sizes. The press illustrated feeds from 2 two-page-wide rolls of paper, has 4 plate and 4 impression cylinders, 4 ink fountains and distributing apparatus, and a single rotary folder, and it will easily produce 24,000 per hour of 4, 6, 8, 10, 12 and 16 pages from practically a single set of regular semi-circular plates—all pages inset.

THIS PRESS HAS NO EQUAL IN THE WORLD—INVESTIGATE IT.

TELL US YOUR REQUIREMENTS WE HAVE THE PRESS

WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

NEW YORK: 41 Park Row

MAIN OFFICE AND FACTORY

CHICAGO: Monadnock Block

PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: **WALTSCOTT, NEW YORK.** CODES USED: A B C 5th EDITION and OUR OWN.

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48 Point — 4 A $4 00 7 a $3 55 $7 55

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42 Point — 5 A $3 30 8 a $3 00 $6 30

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36 Point — 5 A $2 30 8 a $2 75 $5 05

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Characteristic Governments

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EXCURSION TOURS
Rambler Enthusiastic

18 Point — 9 A $1 55 19 a $1 70 $3 25

MYSTERIOUS PERSONS
Automobile Establishment

14 Point — 13 A $1 40 26 a $1 65 $3 05

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12 Point — 16 A $1 35 31 a $1 45 $2 80

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Machinery Display Complete

10 Point — 17 A $1 20 34 a $1 30 $2 50

COMBINE REVEALS METHOD
Third Reading Delayed Reports

8 Point — 20 A $1 05 42 a $1 25 $2 30

REGAINS OPERATIC PERFORMANCE
Director Promotes Enterprising Singer
Returning Chorus Tendered Reception

6 Point — 22 A $0 95 44 a $1 05 $2 00

EDUCATORS DEMAND REFORM MEASURE
Philanthropist Endows Mondrosea University
Faculty Accepts Design For College Buildings

American Type Founders Company

SOLD IN WEIGHT FONTS AT BODY TYPE PRICES AND DISCOUNTS

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MINERALOGISTS VERIFY ASSERTIONS CONCERNING THE PROMISING FUTURE OF CERTAIN NORTH AMERICAN GOLD AND SILVER REGIONS

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ANNOUNCEMENT

MONOTONE TITLE AND MONOTONE GOTHIC ARE HERE PRESENTED AS THE LATEST AND BEST IN GOTHIC FACES FOR THE PRODUCTION OF TICKETS, INVITATIONS, BUSINESS STATIONERY, ANNOUNCEMENTS AND OTHER EVERY DAY PRINTING

REFINED, DIGNIFIED, AND CHASTE LETTERS

AMERICAN TYPE FOUNDERS COMPANY

SEPTEMBER, 1909

AMERICAN TYPE FOUNDERS COMPANY

Big Type Founding Business

There has been no panic in the type founding business.

There is not an idle type founding employee in the United States.

The American Type Founders Company offers to employ any person experienced in any department of type founding.

It has advertised extensively to secure experienced type foundry employees, of which it has obtained quite a number.

It has been compelled to constantly train apprentices to keep up with its large increase in type sales.

This large increase has been due not only to its beautiful type faces and type families, but to the low price of the product where job type is sold in weight fonts at body type prices and large discounts.

Many printers are buying more type than formerly because of the weight font opportunities.

There is no further excuse for empty cases or lack of sorts.

Job type was never sold at so low a price as now—in weight fonts.

The enterprising printers are taking advantage of it, knowing that they will save more in the cost of labor in their composing room by having an ample supply of type than the amount of their entire annual purchases of type.

Besides, new up-to-date type faces bring new customers to the printery and hold old ones at fair prices.

American Type Founders Company

Set in Cheltenham Bold, 18 Point

The Casting Machine Fad

Selling job type in weight fonts, at body type prices and discounts, has brought great changes, and many printers who were considering the purchase of casting machines have concluded that it was not only far cheaper, but more satisfactory to buy type in weight fonts than to put in casting machines with the big original outlay and the endless expense for labor, metal, matrices, repairs, gas and other supplies ever afterwards with a limitation as to the number of sizes and variety of faces, except at an outlay of many thousands of dollars for matrices.

The enterprising machine salesman claims that a six or eight dollar boy can run a type casting machine, and in many cases it was tried with the result of poor type, bad line, matrices burned out and unsatisfactory results generally. There are not a dozen printing offices in the United States that can afford to purchase and operate a casting machine when job type can be bought in weight fonts at our low prices and large discounts.

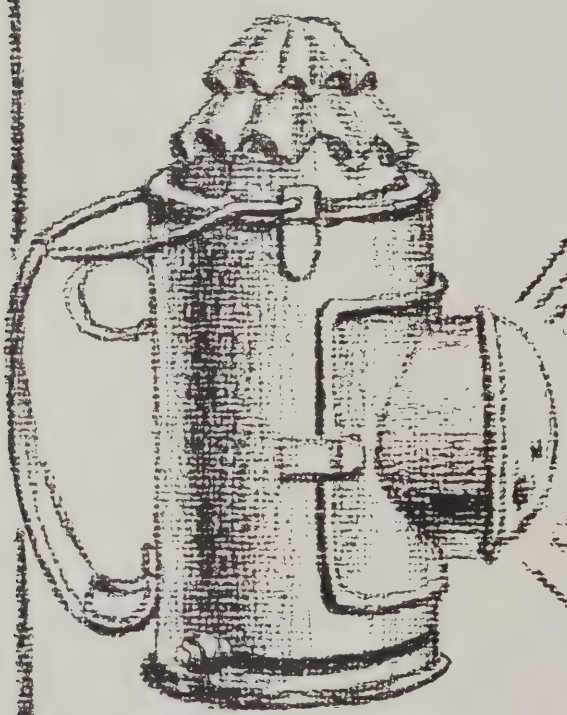
The entire yearly purchase of job type in weight fonts would not cost a printer as much as the matrices, to say nothing of the big investment in machines and the cost of labor, wear and tear, interest and other operating expenses.

Any printer endeavoring to keep up with new faces and new styles would have to spend hundreds of dollars annually for matrices, and then obtain only the smaller sizes.

Some printers have not hesitated to spend from two thousand to three thousand dollars in the purchase of a casting machine plant and supplies with a limited number of matrices, who would not spend that much in ten years in the purchase of type at the weight font prices, and as long as he used the casting machine be out the original cost, the operating expenses, the cost of matrices, gas, repairs, insurance, interest, etc.

American Type Founders Company

Set in Cheltenham Bold, 14 Point



EXAMINE *THEIR*

WORKING QUALITIES AND YOU WILL

GET THE QUEEN CITY INK HABIT

OTHERS HAVE IT

THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO
BOSTON PHILADELPHIA KANSAS CITY
MINNEAPOLIS

FOR HIGH LIGHTS, SHADE AND SHADOWS.

YELLOW, 5362. BLUE, 5363.

RED, 3719. BLACK, 2805.

QUEEN CITY INK·

The QUEEN CITY PRINTING INK COMPANY

· CINCINNATI ·

CHICAGO · BOSTON · PHILADELPHIA · KANSAS CITY · MINNEAPOLIS·

MAROON LAKE, 5358.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA

KANSAS CITY, MO. - MINNEAPOLIS

THIS MAN

Tried Type Hand-Set
Tried Type Machine-Set
He Now ***SLUG-SETS*** His Copy
on the

JUNIOR LINOTYPE

THE ONLY OIL PAPER PUBLISHED IN THE GREATEST OIL CAMP IN THE WORLD

Coalinga Publishing Company
Publishers of the

COALINGA OIL RECORD

U. M. THOMAS, Editor and Business Manager. Subscription Price, $2.00 a Year, in Advance

Coalinga, California, May 19, 1909

T. J. Wilbourn,
Corning, Cal.

Dear Sir:

Your inquiry regarding the merits of the Junior machine in contrast with the Simplex, was handed to me for reply.

The best way in which I can explain the merits of the Junior is to tell you what I do on it. We print an eight and ten page six-column, and use from fourteen to eighteen galleys of eight point on a nine point slug, and I set the body of all small ads on the machine, averaging about twenty hours per week on the machine.

It would take two people to do the same amount of work on the Simplex, and the only difference in cost of running is that of heat for the Junior (1 gallon for 12 hours), which is nearly offset by breakage of type by the Simplex. With the Junior you have a clear, new dress for each issue.

The metal is used right from the forms each week, and only needs melting up about once in six months, at which time you can stir in a little borax to clean it.

If you still think seriously of purchasing a Simplex, let me know, and I will give you the addresses of three country shops where Simplex machines in good working order were discarded, one in favor of a Junior and two in favor of Standard Linotypes, and you can have the Simplex machines almost for the asking. Very respectfully,

C. B. Shaw

Foreman, Coalinga Oil Record.

$1500 Buys One | **Nearly 500 in Use** | **Easy Terms**

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
CAPE TOWN: John Haddon & Co.
HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller

ANOTHER ENDORSEMENT OF HAMILTON'S Modernized Composing-Room Furniture

There are printing offices in Amsterdam, Holland, dating back closely to Gutenberg's time in the latter part of the fourteenth century.

In some of these offices the original furniture as first installed is still in place, worn and weathered by the ravages of time, and the wear and tear incident to its long-continued use.

The most conspicuous example of these old-time printing plants has been converted into a museum now owned by the government, and it is a place of interest to printers who visit Amsterdam and who come from all quarters of the globe. This is still a valuable printing-office plant, not from an economical standpoint so far as actual printing is concerned, but sentimentally it is of the utmost interest to every printing-office proprietor.

A study of the equipment in this office will show the difference between the appliances of that early date as compared with those now in use. Naturally the contrast is forcibly impressed upon the practical printer's mind, but this difference has been a matter of slow process. The evolution has been gradual, and there are thousands of composing-rooms still in the intermediate state of the change, not only in Europe, but throughout the United States and all North and South America.

The furniture of twenty years ago is now antiquated, out of date, and such an equipment is not economical. The printing plants that have been modernized are the money-makers of to-day. The competition is of the present, not of the past, and it can not be met successfully with other than present-day equipment. This fact is so obvious that it needs no further elaboration.

We are continually modernizing printing plants—that's our business. We are going to keep everlastingly at it. Perhaps to-morrow we will re-equip the composing room of your most intimate competitor. Wouldn't you rather *lead* than follow the lead of your competitor?

With an office equipped with old-fashioned furniture, we can accomplish a saving in floor space of from 25 per per cent to 50 per cent, and in labor from 5 per cent to 20 per cent. It's up to us to show you how this can be accomplished.

Fill out the attached coupon, mail it to us and we will have our representative show you what can be done toward modernizing your composing-room. Don't build an addition—don't spread over the earth, but *do more business in the same quarters at a less cost.*

LET US SEND YOU A COPY OF "COMPOSING-room Economy."

Results accomplished in a representative Iowa printing plant.

THE HAMILTON MFG. CO., Two Rivers, Wis., *Decorah, Iowa, August 7, 1909.*

Gentlemen,—We have just arranged the furniture which we bought of you several months ago, and we are now in position to say that the equipment which your representative figured out for us fits our purpose exactly. We have been using furniture which was "good enough" for thirty years, so that this new furniture undoubtedly saves us about one-half the space, and we are convinced that it must save the typesetter considerable time. We are very much pleased with your services in laying out a plan to scale.

Yours truly,
B. ANUNDSEN,
Publisher of "Posten" and "Ved Arnen."

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

"PERFECTION" WIRE STITCHING MACHINES

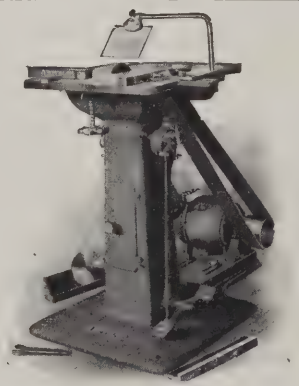
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

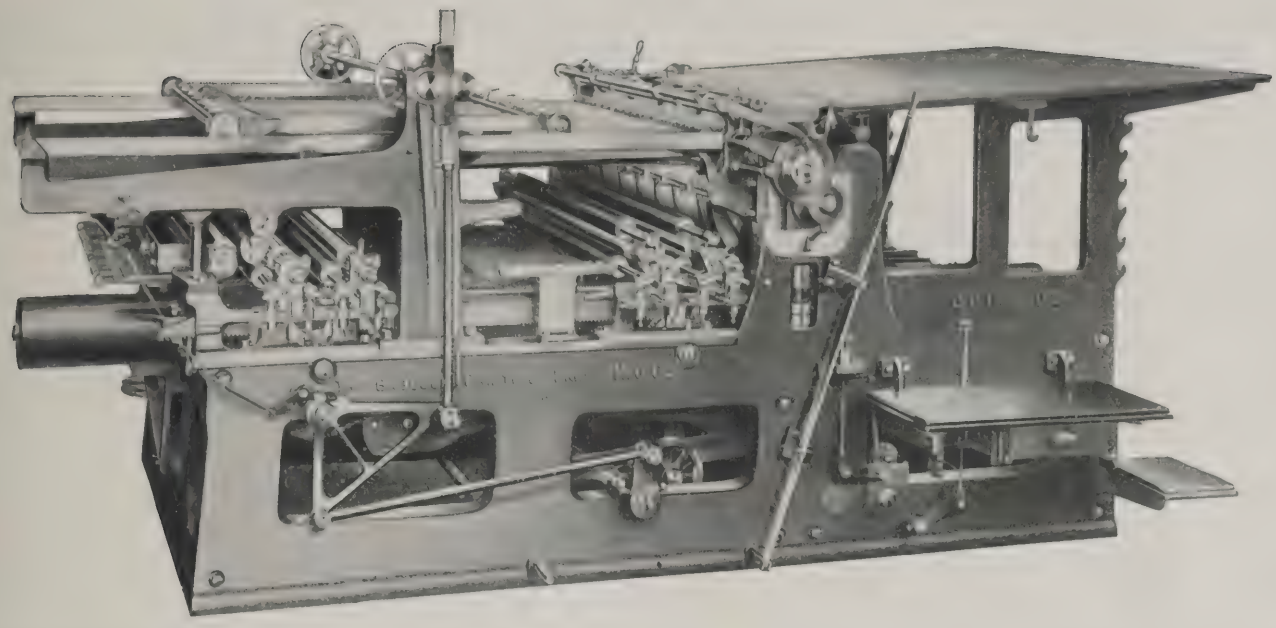
Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The "Plant of the Famous Harper Brothers," New York, was written about in the April *Printing Trade News.* Of the many Optimus machines in use there Mr. John F. McCabe said:

"The first presses we came to were printing the covers for the next issue of the Weekly—Babcocks. The superintendent, with the true love and the keen eye of a connoisseur in good printing, pointed out to his visitor the many telling features of these presses, according to my notebook somewhat as follows: "It has a great delivery; see how easily and evenly it throws out the sheet. We turn out some very clever—yes, some very beautiful work on these presses. Take it altogether, it is a delightful press. We use the Babcock on the color work for the Weekly and the Bazaar, and they turn out the very finest kind of product, as a reference to those publications will show."

The Babcock Optimus

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC.

A SURE WINNER

MADE BY
The Pica-stick
H.B. ROUSE & CO. CHICAGO

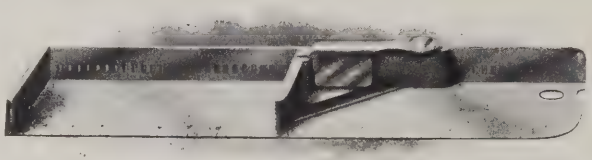
Sets to Picas Instantly and Accurately

Costs fifty cents less than any similar stick, and but a trifle more than the old style set-by-guess, never-twice-alike sticks.

Length	Width			Plating
	2-in.	2¼-in.	2½-in.	
6 inch	$1.25	$1.35	$1.45	25 cts.
8 "	1.50	1.60	1 70	30 "
10 "	1.75	1.85	1.95	35 "
12 "	2.00	2.10	2 20	40 "
15 "	2.50	2.60	Not made	50 "
20 "	3.25	3.35	Not made	50 "

Is the same as the well-known Rouse Job Stick, *except that it sets to picas only.* It can be used in setting at least 95% of the usual run of work.

You can't afford to be without these sticks. You're sure to get them some time; why not now —*today?*



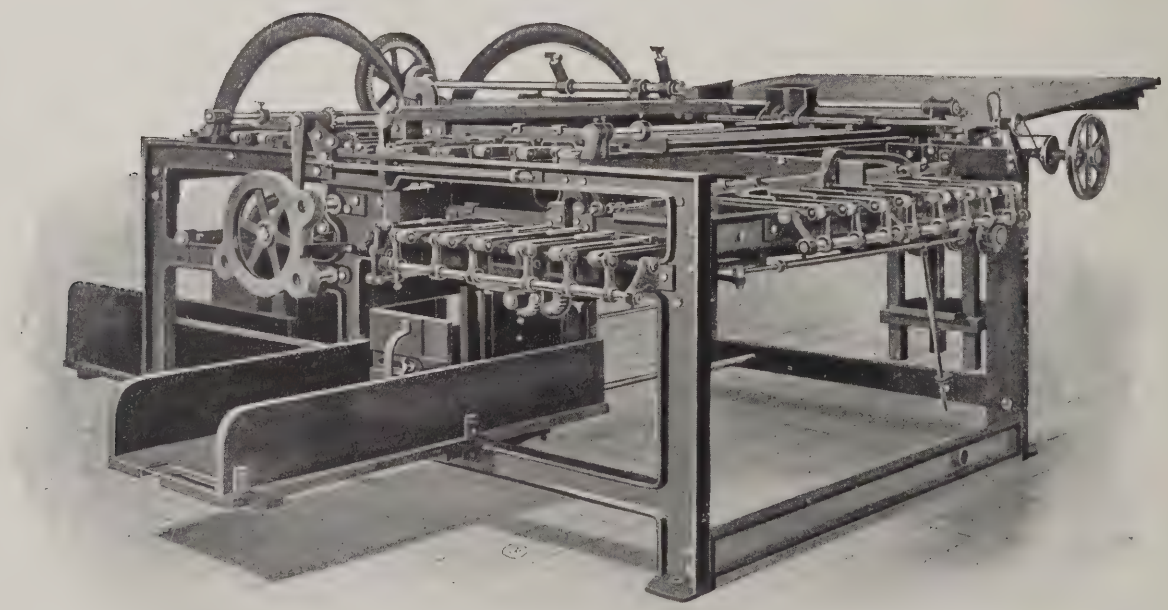
Mailed to any address on receipt of price.

Sold by dealers everywhere.

MADE ONLY BY **H. B. ROUSE & CO.** The Composing Stick People
61-63 Ward St., Chicago, U. S. A.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

UNIFORMLY EXCELLENT

ULLMAN'S INKS

IMAGINATION!

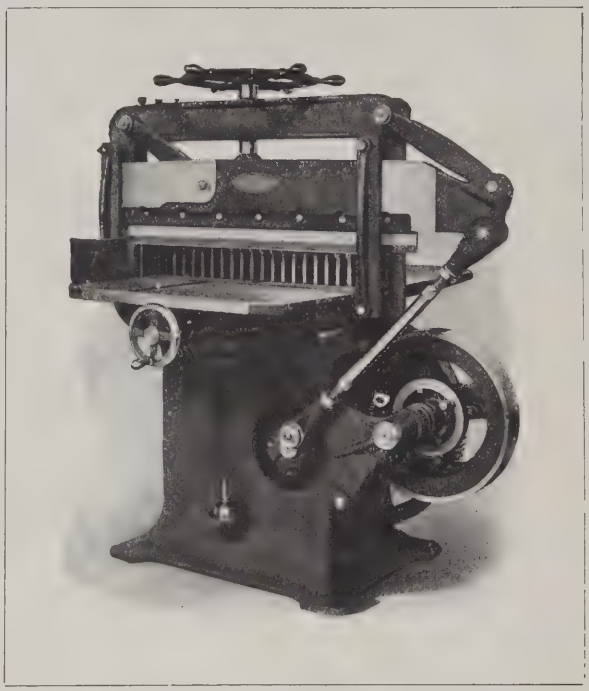
You don't need a vivid imagination
To see that DOUBLETONES & ULLMANINES
Are different from ordinary inks.
The difference is visible
Palpable—STRIKING.
You couldn't miss it if you try.
You'll find out also that
They are the most economical
Inks that you can use.

$10 invested in
DOUBLETONES & ULLMANINES
Will pay you better than
$1000 invested in new equipment.
You have lost money
By not using these inks sooner.
But it's not yet too late to catch up,

SIGMUND ULLMAN CO

Inventors and Sole Manufacturers
of Doubletone Inks and Ullmanines

NEW YORK CHICAGO PHILADELPHIA



OSWEGO SMALL POWER

Lively running and accurate. 27 cuts a minute. High speed. Four sizes, 26, 30, 32 and 36 inches.

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS. Mgr.

THE RELIABLE

BROWN & CARVER CUTTERS

Brown & Carver and Oswego and Ontario Cutters are celebrated for their accuracy, speed, easy handling and economy of power and floor space and simplicity of operation.

There are NINETY sizes and styles, from the 16" OSWEGO Bench Cutter to the 84" BROWN & CARVER Automatic Clamp—Semi-Auto—Hand Clamp—Small Power—Hand Drive—Lever—Bench and Die Cutting Presses. One of these NINETY machines has features exactly adapted to your special needs. All of these NINETY OSWEGO Cutters are usually in finished stock ready.

The only factory making cutting machines exclusively for the Lithographic, Paper, Printing, Box, Board, Book, Cloth, Tin Foil and Leather, etc., Trades, and the only one making a complete line of cutting machines.

WRITE NOW FOR THE NEW "1909 CUTTER BOOK"

OSWEGO MACHINE WORKS

NIEL GRAY, JR.. Proprietor

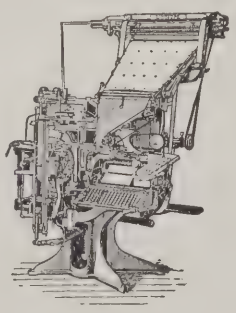
OSWEGO, NEW YORK

CHICAGO BRANCH: 347 Dearborn Street
J. M. IVES, Mgr.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

Are You Going to Let an

"If"

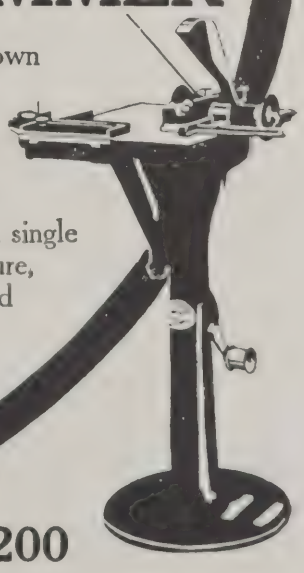
Patented April 9th, 1901. Other patents pending. The Miller Saw-Trimmers are fully covered by U. S. and foreign patents and pending applications, controlled exclusively by Miller Saw-Trimmer Co., who will vigorously protect its rights therein.

BLOCK YOU?

LOOK this straight in the face! Can you honestly call it good business to let an imaginary "If" cheat you out of your rights, when *knowing positively* can cost you nothing? We offer you:

Thirty Days Riskless Free Use of the MILLER "Universal" or "Special-Purpose" SAW-TRIMMER

Acceptance commits you to nothing. The gamble is all on us. Under your own shop conditions you prove out the Miller—decide how much it will make for you, how much it will save, how quickly it will earn its cost. Then keep it or return it as you elect.



Write us today for full details on these two types which are the only machines in the world which saw-and-trim at a single operation, reducing cuts, slugs and rule to absolute point measure, mitering, mortising and accomplishing other important cuts and trims precisely to points. Today is none too soon to write.

Miller Saw-Trimmer Co.
Milwaukee

$300 $200

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba, London, Eng. — St. Louis, San Francisco, Buenos Aires, S. A.

THE AULT & WIBORG CO.

MANUFACTURERS OF
LETTERPRESS AND
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CINCINNATI
NEW YORK
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THE AULT & WIBORG CO.'S
SOFT SCIENTIFIC BLACK, 955-47.

We Are the Printer's Engravers!

We have both men and facilities for handling promptly not only *Catalogue* and *Book* Illustrations, but the numerous special engraving requirements of Printers. **Book and Catalogue Covers, Menu Designs, Posters, Commercial Work, Advertisements,** and plates for printing **Souvenir Post Cards.**

Designs that are Apt, Pat, Odd, Quaint or Conventional.

WE DO NOT SOLICIT PRINTING

Take any firm like ours with an established reputation for *Twenty* years and you will find that **Square Dealing, Quality** and **Service** were the basis of their success. Send for samples of the class of work you need.

——Established 1889——

GATCHEL & MANNING

Designers & Engravers

of plates for Type Press Printing
in one or more colors.

27 to 41 S. Sixth St.

PHILADELPHIA

THE ONE-PRICE TYPE FOUNDRY

The Inland Type Foundry treats all its customers on the square.
It does not charge one printer more or less than his competitors.
The printer who sends his orders to the Inland without first asking for the price and the one who gets an estimate before ordering are charged exactly the same.
When dealing with the Inland, you can depend on always getting its best prices—estimate or no estimate—competitive business or non-competitive. The Inland guarantees this.
Ask other supply houses if they will make a similar guarantee.

INLAND TYPE FOUNDRY

SAINT LOUIS CHICAGO NEW YORK

SET IN ALFRED, HEARST AND BEACON COMBINATION ORNAMENTS

"WRITE TO SANDERS ST. LOUIS"

SANDERS

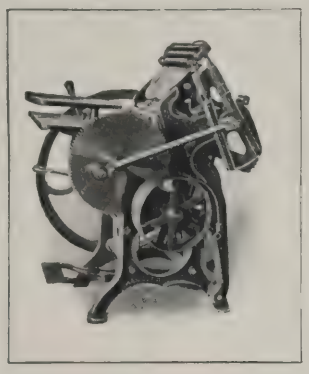
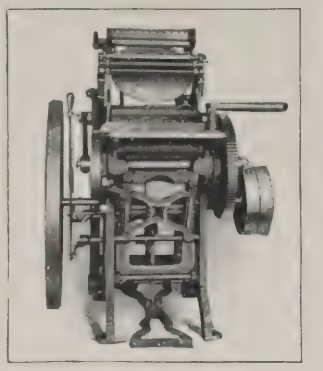
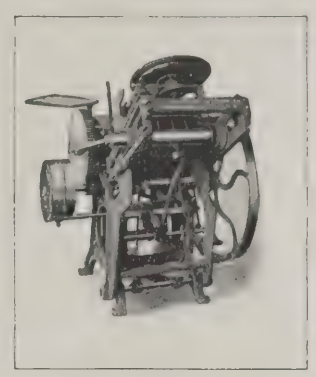
The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

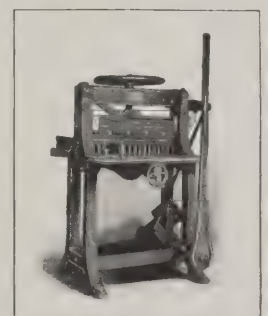
The MOST POPULAR PRINTING MACHINERY MADE

THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES

THREE SIZES
23 inches, 26 inches and 30 inches

OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space



THREE SIZES
23 inches, 26 inches and 30 inches

THREE SIZES
30 inches, 32 inches and 34 inches

THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.

THREE SIZES
30 inches, 32 inches and 34 inches

IT IS IN THE MAKE

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

NATIONAL PRINTER JOURNALIST
A Journal for printing and allied trades

Volume Twenty-seven | Chicago, September, 1909 | Number Nine

HANDLING THE CIRCULATION OF A DAILY PAPER

Practical Talk by R. P. Habgood of "The Star," Bradford, Pa., at the Convention of the National Editorial Association, Seattle, Washington, July 22, 1909.

MY newspaper experience is limited to ten years on a daily paper. On February 1st, last, we merged with the other afternoon paper in our city, so that I know by a glimpse, at least, as to over eighteen years of their experiences. I did not write down what I have to say because I have learned it through hard knocks and I do not think I will forget any of it.

I am especially glad, and I am fortunate, that I was not here to take part in this entertainment prior to this time, for I have intensely enjoyed the speeches which have preceded mine, especially the addresses by the ladies and I am always much better pleased to come after them than before them. I feel that if my remarks, whatever they may be, are a success it will be largely due to the inspiration I have gathered from the last two speeches.

It seems to me that the matter of handling the circulation of a daily paper has much more to do with handling everybody, than does the managing of any other part of the paper. In the advertising, you handle the advertisers almost exclusively; in the typographical part, you handle the employees, and in the reportorial part and the press work, you handle others but with the handling of the circulation, you have to handle the general public. Not the least important department of the circulation is the newsboy. You have also the agent, the man who wants trust for his paper and the man who comes in loaded to the muzzle as an "indignant subscriber." It seems to me that handling the circulation of your paper involves handling more people than does any other phase of the newspaper work.

I am not prepared to say that what we have done is the best for all to do. I am prepared to say everyone must work out his own salvation in the newspaper business, the same as in any other business, but we can get much more help from suggestions and if you can get any benefit from my suggestions I shall be glad.

The circulation of a paper, it seems to me, has a direct analogy to the circulation of the blood in our bodies. In the first place, it is unfortunate for anyone to receive through his body a circulation of blood that is not pure, rich and red and has not the right quality. In the second place, it is unfortunate if it is, in any local section of the body, retarded or interfered with or heated too much and it is also unfortunate for that person if in the circulation of the blood, through the body, there is, no matter how pure and rich the blood, an improper action of the pump.

It seems to me that in this illustration there are important lessons for us to learn as to the healthful circulation of the newspaper. It matters not how complete your organization may be for distributing your paper; how magnificent your details may be in connection with getting out the paper and getting it before the public; it matters not how complete your management and co-operation and line-up may be and your system of collections; it matters not whether it is done on a cash basis, absolutely, so that you are sure of your money, if the circulation of the paper does not represent, as does the blood in your body, the rich, red, pure blood and the paper be, in itself, on its own merit, its best means of handling the circulation, then something is wrong.

Then, with the paper, which I believe is in itself the greatest factor in handling its circulation, coming up to the full requirements in pure, red blood, care is necessary on two points, particularly. There must be care that the people who want the paper get it absolutely, without fail, when they want it, because if they do not get the paper when they want it, lots of times they won't take it and soon they will not want it at all. I do not hesitate to say, if you will pardon a personal illustration, that more than once, more than ten times, more than twenty-five times, I have either walked or ridden as far as from ten blocks to half a mile to deliver personally a paper to a subscriber who has phoned and said that he has not received his paper that evening through the fault of some boy upon whom one cannot always depend. In such cases I have myself taken papers to subscribers who have been missed that they might have it in the evening when they wanted it because they would not want it the next morning, and I can say, from personal experience, I never took a paper to any man or to any home that it did not count more for the handling of the circulation of the paper than ten times the amount of effort or expenditure for other things in the way of routine system and advertising.

It is the small things that count. It is the small things that count in handling circulation, the same as in handling anything or anybody. It is the small things that will make your business grow and make it permanent and that is one of the most important things it seems to me, thoroughly to learn and enforce, in handling your circulation.

Then in connection with the handling of the circulation of our paper we make much of the newsboy, as we believe that he is one of the greatest agencies for building up and holding our circulation. We do not hesitate to go on record, at every spot and place, that we honor the news boy, we speak to him on the street, we invite him to our home, we ask him to come in a body and he is welcome and we impress on his young mind the important position which we believe he holds in connection with our business. Once a year, regularly, without interruption, for three years now, we have had what we call the *"Star-Record's Newsboys Outing"* and that costs us about $160 to $175, hard cash paid out without any obvious returns. We take the newsboys on special trolley cars to a near-by park, twelve or fourteen miles from our city on the top of a mountain. Last year we took them over the mountain and down the Alleghenny river and we took the High School Band along—as we are fortunate enough to have a High School Band of 60 pieces, composed of young fellows in the High School and they play admirably under an instructor in the City school. On these excursions we pay the fares of newsboys, provide them with dinner and free tickets for every attraction in the parks, including the merry-go round, the moving pictures, the bowling alley and every clean,

healthful amusement to be found there. They own the park. The newsboys can use it—they have *carte blanche*. We take them to the parks and bring them back. We give them not only a luncheon but, as they leave the park, we give them on top of the luncheon, a dish of ice cream and a box of cracker jack. These small details may seem rather childish but I want to assure you that in my humble opinion this plan has more to do with handling our circulation, locally, in our city, and building it up than all the theories we can work out or systems of canvass or any other system that can be suggested. It has an effect on the people who read our papers.

Last year we had that trip and it is astonishing how the newsboys get more numerous each year. We require an enrolment beginning with the 1st of July and we have our outing the next month,—some day in the third week in August. The newsboys do not know what the date of enrolment is but this year we have made it July 1st and we enroll no newsboy as such unless he handles at least five papers a day. Then he is a newsboy and we have some who handle as many as 275 and 300. We enroll them and last year on the trip we had 112. This year I was informed before I left home that the enrollment is 166. What does this mean in itself? It means fifty four more boys, who are selling at least five papers a day, than last year. Do you say they may have taken the papers from some of the other boys? It is true they may have bought them because boys are as smart as we are and sometimes smarter but it means that there are 166 from surely a hundred families in that city who are going to enjoy that outing and be our guests and we feel that our taking that interest in the boys will interest each one of these families, their relatives, their sisters and their cousins and their aunts, and if you can get any better solicitors and enthusiasts to popularize your paper in every way from the standpoint of handling circulation or that will do the work more thoroughly we should be most happy to have you tell what way it would be.

The results have been marvellous. We take the newsboys through the streets, with the band on the car—we go through every street before we start out of the city and you know you cannot put 200 newsboys on trolley cars and let them go down the streets, without everybody in every ward knowing it. We have streamers on the cars. It is true there is an essence of business; it is not charitable, pure and simple, and yet it is intensely appreciated and you and I know we can work more successfully and earnestly in season and out of season for those with whom we are pleasantly associated. We feel that they appreciate the attentions paid them and the plans for their pleasure, and boys are more susceptible, in my judgment than are men and women—more appreciative of recognition.

Learn to know your boys personally. If you do not know them, personally, try to make no mistake; speak to them on the street, let them feel you recognize them as a factor in your business. Meet with them at least every three months. We have our newsboys' meetings. We are able now through the merger of the two papers to have a large, permanent room on the second floor of our building. We used to hold meetings helter skelter, through the office, but now, once in every three months we get the boys together on a Saturday or when school is not in session from 2 to 3 o'clock in the afternoon.

As I was saying, we have meetings every three months and all the newsboys are invited, and we talk with them about their work and we ask them what the kicks are and how business is getting along and if they are getting any new subscribers and if there is any way we can help them and we try to emphasize the fact that we depend upon them a great deal and that we owe to them a great deal for the success of our business.

I wish to say further, we do not employ these boys. They share with us, share and share alike on every paper we turn out. Our paper sells for 2 cents apiece and we sell it to the boys for one cent and we do not control their circulation or routes. We have tried it two or three ways. We formerly owned the whole routes and hired the boys at so much a week,—they doing the collecting for which we paid them a commission. Since February 1st, we have decided on what we have thought experience proved was the best way, and now we do not handle one carrier or paper within the city limits. If someone in the third ward subscribes for the paper direct to our office we turn it over to the boy nearest in that ward and charge him nothing for it and while we do say "Bill, we give you this sale or subscriber free and it is good for one cent a day as long as you sell it, or 5 cents a week," yet we ask, if he won't try to get another subscriber to help us that much too and you would be surprised how the little fellows work. They like to work especially to get what they feel is their share and I do not believe that there is any factor in connection with handling the circulation of a daily paper, within the city limits, that counts more. The having a personal share or profit in every sale outweighs all the rest of the considerations put together, to the newsboy and the newsgirl. Of the 112 we had last year at our party, we had 11 girls who sell papers every evening.

Now, of course, the boys pay us cash for their papers. We have no problem to solve in connection with collections. We have established a system of precedents with the bovs in securing their papers quickly and promptly and having the right of line, as we call it,—for everything is organized upon military discipline,—there is no helter skelter of the boys. Those who pay in advance for their papers every week are in the precedence class and we have over 90 per cent of our circulation in the city that is paid for each Monday in advance by the boys. They do that for two reasons. It is a benefit to their parents, it does not make it necessary for the parents to give them, every day, the small change, and it decreases the temptation to the boys because there is a temptation to boys, as well as to men when they have money in their pockets, and it makes a much better arrangement for the paper, as you can see at a glance—it not only gives you cash for your circulation but cash in advance for that week and the boys come each night and get their papers.

Now, concerning the circulation outside of the city, I wish to say that I am not so enthusiastic over any suggestion that I can make concerning the handling of papers outside the city as I am about the suggestions I have tried to make as to the sales and circulation within the city. We handle our circulation throughout the territory outside the city through agents, through exclusive agents. We say to a man, "You will be the agent for our paper, we will support you and you will be the only one that will handle it in that place for as long as you give satisfaction and handle our circulation and build it up." We permit him to return papers to us over a minimum number decided upon when we establish the agency and increased as the agency is built up. If we establish an agency for the first time in a place, we make no minimum for one month. At the end of the first month we make a minimum to that agent whereby we will not take any papers back except over that minimum amount and after three months or six months or a year, if the business has increased we put a special premium so far as the contract is concerned upon his handling the circulation and we increase the minimum which we require him to sell as his business grows. Then we have started a sort of similar plan with the agents out in the country, not the correspondents, as they are very much more numerous.

Once a year, we shall, in December gather all our country correspondents in our city and office, paying all their expenses from their homes to our office or to a hotel in our city, where we shall give them a banquet and through an arrangement with our local theater we shall entertain them at the theater to whatever attraction may be there. You know how comparatively easy it would be for you to make such an arrangement with your local theaters. They will be only too glad to co-operate and you can do it on an advertising space basis. Of course your banquet will mean an absolute outlay of cash, but I want to say to you from what I have noticed and what we shall observe in the future that this is going to have very much to do in creating a close and strong attachment for and personal interest and confidence in the paper. It is the most effective method to broaden and build up a business and make it permanent. The newspaper publisher, manager, and employees, because the latter are all invited even to the "devil" to those banquets, come into close touch with the people who handle our outside circulation and furnish the news from the different localities.

I could go on and talk of our system of keeping books and accounts. We allow no man to owe for more than a year. If one does not pay within three months after the year we stop the paper and take chances on collecting the amount due. I have tried to think of things that I thought would interest you and help you but I can assure you of one thing. You will find kickers and one or two men in your city who will say when you give your Newsboys' Outing "Of course they are going out and spending money but not for the newsboys, they are doing it for themselves." Of course you will find people like that—but where you will find one like that you will find a hundred who will say that a newspaper that will take care of the newsboys, is all right, besides nine out of every ten of the newsboys come from families in and around the city, and in giving them an outing, you are doing more than any Fresh Air Fund you can spring upon the people, because you are taking care of the boys and girls of your own city. I would not care for any man or newspaper that did not have an enemy or did not make a mistake, and if you do not make one of those things, you can bet your life, you are not making anything.

BUSINESS MANAGEMENT

By H. G. Bishop, Oneonta, N. Y.

MILLIONAIRES are plentiful in the United States, and have made their money in many kinds of trades, but does anyone happen to know of a millionaire printer? Tinkers and tailors, locksmiths and blacksmiths have reached that financial standing, but Diogenes himself would find his old task easy as compared with that of searching out a man who had become a millionaire in the printing business. And though he only searched for those who had passed the hundred thousand dollar mark, he would find but a ridiculous minority even then. Why is this? Surely it cannot be that the printing trade is so bad and profitless when compared with other trades. However, the fact just stated stare us in the face and call for an explanation. Perhaps some of the readers of the National Printer-Journalist will kindly send to this department their ideas on the subject.

So far as the present writer's observation and experience have gone, it appears that a lack of proper business management is responsible for much of the difficulty that printers experience in making money. A very large number of them had been working for someone else, but when they started in business for themselves they had not the requisite knowledge of business principles and methods and, moreover, could not hold themselves up to the mark as they had been obliged to do when working for someone else. It has often been said that many a man who was a good servant makes a poor master, and the printing business has furnished a large number of "horrible examples" of this fact. While it might seem reasonable to suppose that any man would work harder and longer hours for himself than he would for an employer, yet, observation teaches that this is not so. The fact of being his "own boss" has a tendency towards the swelled head and a disposition to play proprietor and put on style and give himself too many liberties. He is apt to feel that wearing an apron and tucking up his sleeves are *infra dig.*, and he tries to hide from his customers the fact that he has to work for his living. All of which is worse than ridiculous and is positively harmful.

It might be expected that after a time he would grow out of this bad condition, but while some do, the great majority continue just so to the end of their lives; and although their business may grow until it becomes really large and comparatively prosperous, yet they always suffer from such defects. Perhaps the best advice that could be given to a man who is starting in business for himself would be something like this: Do not work less but more; do not spend more but less; make every dollar you put into the business count for at least a hundred cents; be punctual yourself and see that your help follow your example; let your customers understand that you are working hard to make the business a success, and instead of thinking less of you they will help you; don't take work for the sake of doing it, but for what you can make out of it; avoid bad debts by getting cash or prompt payments, and remember that it is better to lose a customer than to lose a dollar; pay promptly yourself, save your discounts and get a reputation for being a good risk; don't buy something simply because you can get it on credit—this has ruined many a promising business; be honest and truthful, give full count, and endeavor never to disappoint your customers.

Furthermore, it will be found good policy not to reach out after more business than you can attend to. A master printer was heard to remark recently: "I can make more profit out of a hundred dollars' worth of business than I can out of two hundred dollars worth that I have to trust someone else to look after." More men have been ruined by having too much business than by having too little. The man who can truly and intelligently say that every job he has done during the past month has yielded him a profit will be away ahead of the man who may have done twice as much work but has been careless or incapable of knowing just how much the work has cost him to do.

In a big Southern city, a striking example of this was once observed. In one establishment the plant had probably cost fifty or sixty thousand dollars, not all bought at once, but increased from time to time, but too rapidly as the sequence showed. The other plant was worth less than ten thousand dollars, and had been purchased only when absolutely necessary. The head of the big concern was always worried and in financial difficulties, while the other head always kept a good balance at the bank, owned much real estate and stood higher in the community than his overgrown competitor.

Now, if those who are running businesses would only jot down the result of their experiences, they would help their fellow craftsmen and be sure to get benefit themselves by reading the experiences of others. Anything which tends to uplift the business is beneficial to every one who is engaged in it, whether as employer or employee.

WITH THE TRADE

The Beloit, Wis., *Free Press* is to have a new building for which a contract has just been let.

The *Slavie*, the oldest Bohemian paper in Wisconsin, has been purchased by Joseph Stehlik, Jr., of Racine who will be sole owner.

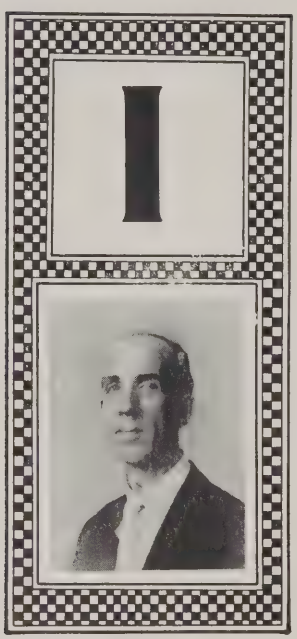
There is a boom in press clubs at Chicago. A new one is started nearly every week. The latest is a Jewish press club organized at the Chicago Hebrew Institute, 485 West Taylor Street. It is made up of editors and writers for the local Yiddish papers. Dr. David Braustein, superintendent of the Institute, is president, and James Loebner, city editor of the Jewish Daily *Courier*, is secretary.

Victor E. Bender, who recently sold the Council Bluffs, Iowa Daily *Nonpareil* to its present owners, has announced he has associated himself with Charles H. May in the publication of the *Herald-Transcript* at Peoria, Ill., and the *Evening News* of Springfield, Ill. Mr. May purchased the Peoria paper about five years ago, and acquired a controlling interest in the *News* about a year ago. Both papers are republican in politics, the *Herald-Transcript* being the only morning newspaper in Peoria.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.



I HAVE been more interested in the specimens sent in this month than for some time past. They show a considerable degree of excellence with but few exceptions. Am also thankful for the words of commendation which several of our friends have written me during the past few weeks. These are an encouragement, and help me to believe that this department has some other mission than merely to fill a few pages of space each month. By working constantly in harmony we can, I believe, accomplish much good through this department.

* * *

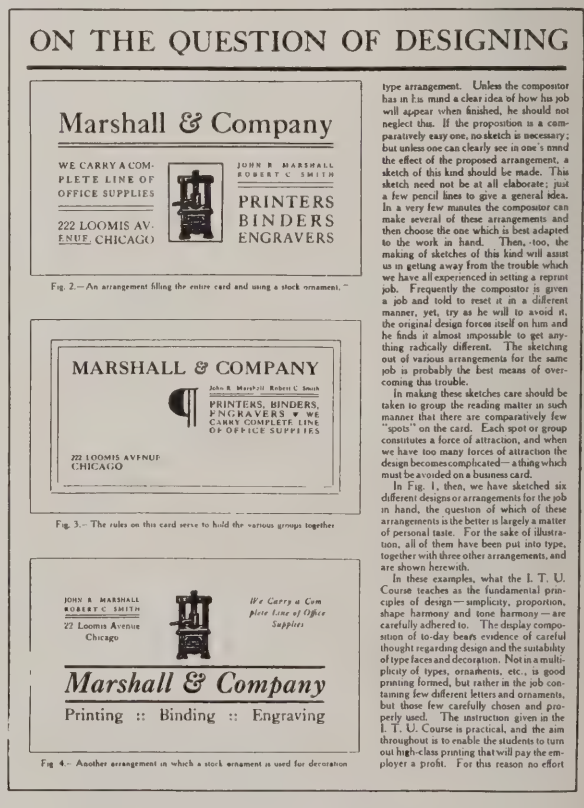
There are a great many blotters come to my desk; and with blotters as with many other things, I find it is a question of the survival of the fittest. I will often put away a blotter for my own private use, only to find in a few days that a more attractive one comes in and the former one is relegated to the waste basket. This is probably the experience of business men generally. If you want, therefore, to print blotters which will have staying qualities and render adequate service for the money invested in them, they should be gotten up in such a manner as to avoid the waste basket as long as possible. The printer who can educate his customers to use the best printing is not only building up his own business but that of his customer as well. Every printer should strive to do some of this educative work; but he must learn to do it in such a way as to inspire the confidence of his customer, so that it will not be passed over lightly as being prompted by purely selfish motives.

* * *

Last month we had something to say about advertising matter sent out with post cards attached, with the signature already written on. This month brings a new style from the American Printers' Roller Company of Chicago. This card contains three folds, two of which are tags which can be torn off and attached to packages of rollers to be sent to the company. The other fold is a narrower one, and underneath it is placed a regular Government postal card, reverse side up, at the bottom of which is the name and address of the person to whom it is sent. By filling in above this name the package of rollers he is sending to the company, he simply mails the card and the deed is done. I am not sure that I have made this plan perfectly clear, and it is not easy to illustrate. Take a sheet of manilla board, however, 6½ x 9½ inches and score it 3½ inches from one end and 2¼ inches from the other end; then fold it with the short fold outside, and underneath this place the postal card, reverse side up. This, I think, will give you the idea. Another little wrinkle which this roller company sends out with the same card is a little sticker giving their telephone number, to be pasted on a wall directory, or in any convenient place.

* * *

The International Typographical Union School of Printing has just sent out a handsome circular descriptive of the course and showing some of the work which has been done by those who have availed themselves of it. This book itself is a handsome piece of printing, aside from the interest which it conveys in showing the remarkable work this course is doing in uplifting the trade. As I believe I have stated before in this department, this course will do much


ON THE QUESTION OF DESIGNING

Marshall & Company

WE CARRY A COMPLETE LINE OF OFFICE SUPPLIES

222 LOOMIS AVENUE, CHICAGO

JOHN R. MARSHALL
ROBERT C. SMITH

PRINTERS
BINDERS
ENGRAVERS

Fig. 2.—An arrangement filling the entire card and using a stock ornament.

MARSHALL & COMPANY

John R. Marshall Robert C. Smith

PRINTERS, BINDERS, ENGRAVERS ¶ WE CARRY COMPLETE LINE OF OFFICE SUPPLIES

222 LOOMIS AVENUE
CHICAGO

Fig. 3.—The rules on this card serve to hold the various groups together

JOHN R. MARSHALL
ROBERT C. SMITH
22 Loomis Avenue
Chicago

We Carry a Complete Line of Office Supplies

Marshall & Company

Printing :: Binding :: Engraving

Fig. 4.—Another arrangement in which a stock ornament is used for decoration

type arrangement. Unless the compositor has in his mind a clear idea of how his job will appear when finished, he should not neglect this. If the proposition is a comparatively easy one, no sketch is necessary; but unless one can clearly see in one's mind the effect of the proposed arrangement, a sketch of this kind should be made. This sketch need not be at all elaborate; just a few pencil lines to give a general idea. In a very few minutes the compositor can make several of these arrangements and then choose the one which is best adapted to the work in hand. Then, too, the making of sketches of this kind will assist us in getting away from the trouble which we have all experienced in setting a reprint job. Frequently the compositor is given a job and told to reset it in a different manner, yet, try as he will to avoid it, the original design forces itself on him and he finds it almost impossible to get anything radically different. The sketching out of various arrangements for the same job is probably the best means of overcoming this trouble.

In making these sketches care should be taken to group the reading matter in such manner that there are comparatively few "spots" on the card. Each spot or group constitutes a force of attraction, and when we have too many forces of attraction the design becomes complicated—a thing which must be avoided on a business card.

In Fig. 1, then, we have sketched six different designs or arrangements for the job in hand, the question of which of these arrangements is the better is largely a matter of personal taste. For the sake of illustration, all of them have been put into type, together with three other arrangements, and are shown herewith.

In these examples, what the I. T. U. Course teaches as the fundamental principles of design—simplicity, proportion, shape harmony and tone harmony—are carefully adhered to. The display composition of to-day bears evidence of careful thought regarding design and the suitability of type faces and decoration. Not in a multiplicity of types, ornaments, etc., is good printing formed, but rather in the job containing few different letters and ornaments, but those few carefully chosen and properly used. The instruction given in the I. T. U. Course is practical, and the aim throughout is to enable the students to turn out high-class printing that will pay the employer a profit. For this reason no effort

A page from the I. T. U. circular

to combat the general idea that a labor union's sole purpose is to get the most money for the least work and to bolster up the incompetent members of the trade. A letter accompanies the circular advising us of a slight advance in the price of the course. The price is low, however, and the terms so easy that this

advance should not deter any one from entering it. As a matter of fact this price simply covers the actual cost, without any provision for coverng such things as administrative expenses and the like. As the letter well says, a course of this kind upon a purely commercial basis would cost from $60 to $75. I quote from the letter as follows:

The course is sold to students for less than the actual cost, the International Typographical Union defraying all promotional and incidental expenses while the Inland Printer Technical School furnishes tuition, outfit, etc., at about cost price. After September 1, this will be $23 for spot cash or $25 if taken on instalments of $2 down and $1 a week until paid. A year's experience proved that the fee of $20 did not cover the outlay for tuition, etc. Each student who finishes the course with ordinary diligence and intelligence receives a rebate or prize of $5 from the International Typographical Union, and many subordinate unions have supplemented this prize by granting a similar sum to their members and apprentices in their jurisdiction who secure the International rebate.

* * *

The idea of a book lover as to what a perfect piece of printing should be is told in the following little story, which I take from that new magazine, *Advertising and Selling:*

The lamented Frank Holmes, who helped to make the Chicago *Daily News* and other papers famous with his cartoons, was discussing with George V. Bentham a rather celebrated copy of Stevenson. Now, Bentham, as it may be remembered, was a bibliophile of great knowledge and learning He not only knew good books, but was a master editor and maker of sumptuous ones.

Holmes was telling how fine he thought the Stevenson in question; and Holmes was something of a book-lover, as all who have examined his collection or know the books of the "Banderlog Press" will agree. Finally, Bentham turned and said, in a tone of mingled grief and scorn:

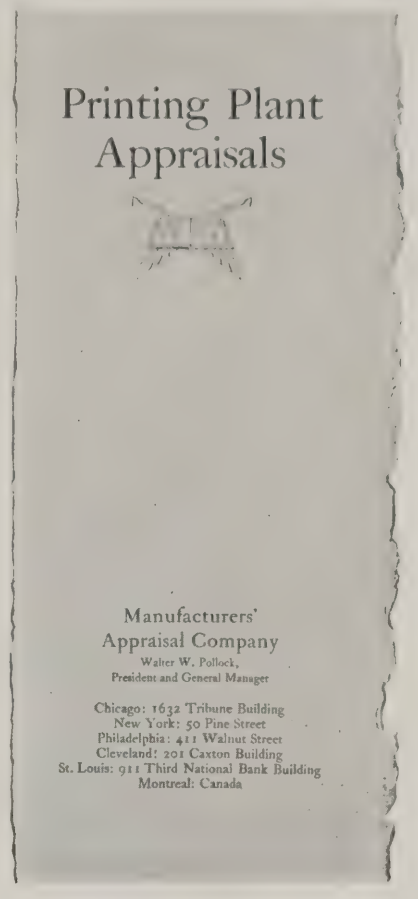
"And, Frank Holmes, ye consider yerself a buke lover, and ye call that Stevenson a gude buke! If ye turn to page 197, the seventh line from the bottom, at the end of the line, ye'll find an *r* with a broken serif! And ye call that a gude buke!"

* * *

Last month I had something to say about two booklets published by the Northern Pacific Railroad, and this month I find another one which is designed especially to show up the admirable features of this company's train service. It is set in a style of type somewhat more extended than I prefer to see in a high class booklet. This was done, I suppose, to make the matter cover the illustrations, but it seems to me

that it would have been possible to write the matter somewhat more fully, so that a more suitable type could have been used. I am showing two of these pages. I think I should have preferred them without the double border around the cut. A single border would have been sufficient. I ought to say in explanation, however, as it will not show in the reproduction, that this border is in two colors, orange and black. The car itself is also in the same two colors.

I am here reproducing the title page of a little booklet sent out by the company whose name appears thereon. It is gotten up in a handsome brown effect

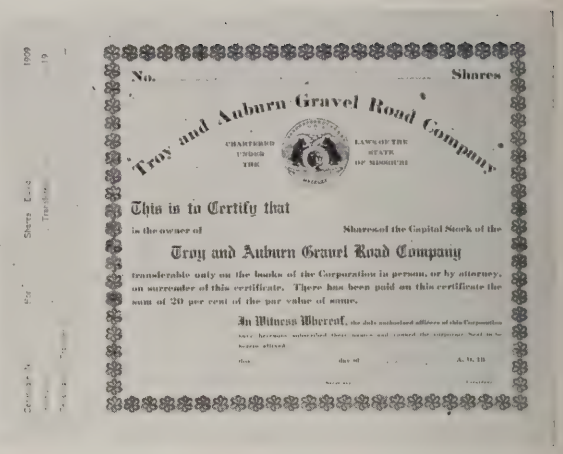


throughout, well calculated to appeal to the better class of printers.

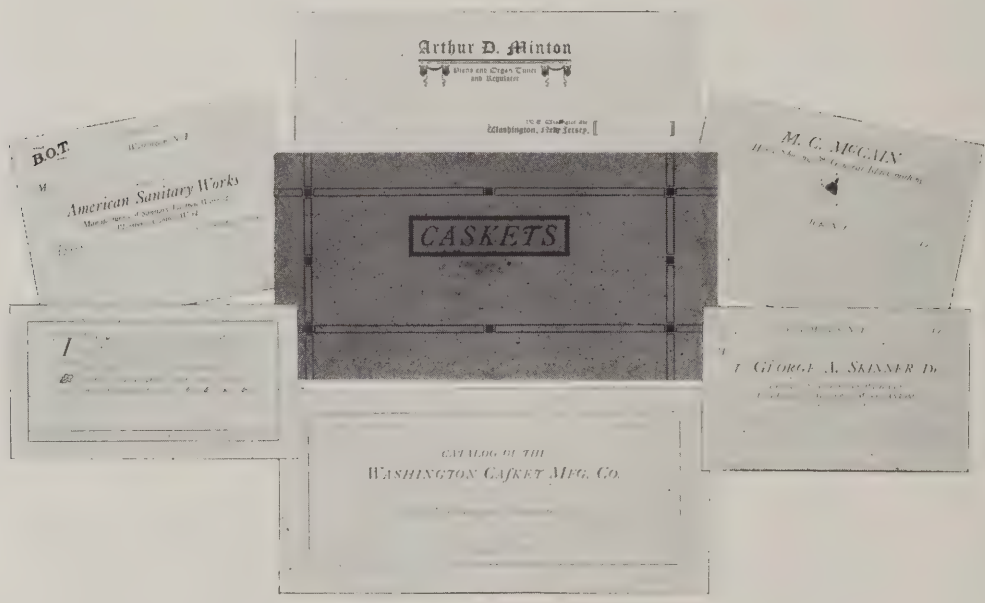
* * *

I have a number of specimens from Leo Partlow of Covington, Tenn. He says that any corrections or suggestions would be much appreciated. The first job I take up is a billhead in two colors for the paper on which Mr. Partlow seems to be employed, *The Tipton Record.* This head I do not like in any way. The name of the paper should be set in a less freakish type and should be in one line. I also do not like the rules which have been used as they are too heavy and not suited to this class of work. The name of the paper was evidently set in two lines in order to fill up the space. This might much better have been done, however, by using two blank lines for the name and address of the customer instead of but one. I should also have used a more decided color instead of the one you have selected. The other billhead under date of 1907 is much to be preferred. I like your plan of

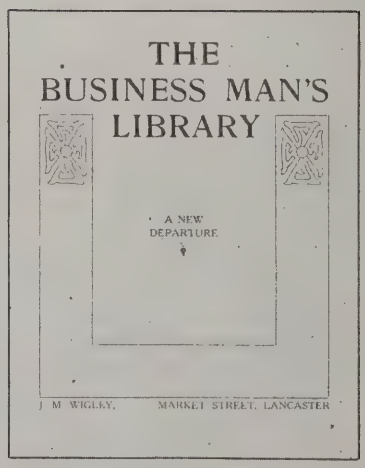
Card (full size) by Herbert R. Smith, Washington, N. J.


No. Shares
Troy and Auburn Gravel Road Company
This is to Certify that
is the owner of Shares of the Capital Stock of the
Troy and Auburn Gravel Road Company
transferable only on the books of the Corporation in person, or by attorney, on surrender of this certificate. There has been paid on this certificate the sum of 20 per cent of the par value of same.
In Witness Whereof,

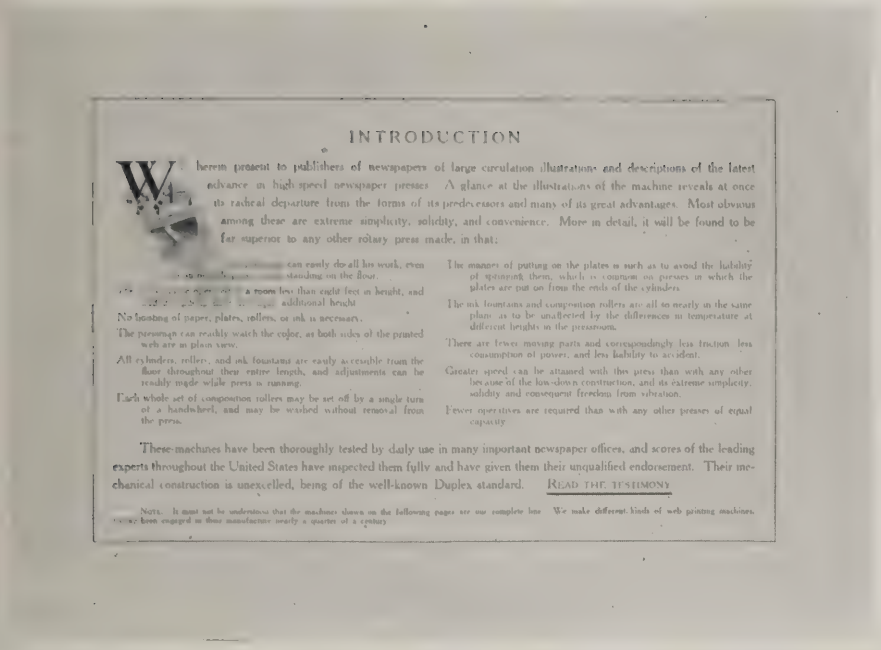
By Savoy W. Pereau, Troy, Mo,



By Herbert R. Smith, Washington, N. J.



Two covers by
J. M. Wigley, Lancaster, England.



INTRODUCTION

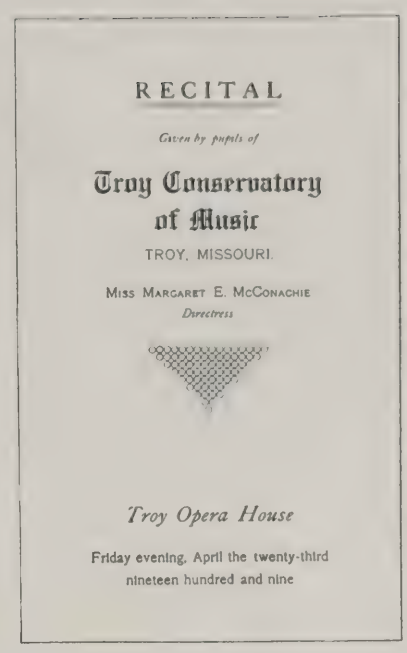
We herein present to publishers of newspapers of large circulation illustrations and descriptions of the latest advance in high speed newspaper presses. A glance at the illustrations of the machine reveals at once its radical departure from the forms of its predecessors and many of its great advantages. Most obvious among these are extreme simplicity, solidity, and convenience. More in detail, it will be found to be far superior to any other rotary press made, in that:

- can easily do all his work, even standing on the floor.
- a room less than eight feet in height, and additional height
- No loosing of paper, plates, rollers, or ink is necessary.
- The pressman can readily watch the color, as both sides of the printed web are in plain view.
- All cylinders, rollers, and ink fountains are easily accessible from the floor throughout their entire length, and adjustments can be readily made while press is running.
- Each whole set of composition rollers may be set off by a single turn of a handwheel, and may be washed without removal from the press.
- The manner of putting on the plates is such as to avoid the liability of springing them, which is common on presses in which the plates are put on from the ends of the cylinders.
- The ink fountains and composition rollers are all so nearly in the same plane as to be unaffected by the differences in temperature at different heights in the pressroom.
- There are fewer moving parts and correspondingly less friction, less consumption of power, and less liability to accident.
- Greater speed can be attained with this press than with any other because of the low-down construction, and its extreme simplicity, solidity and consequent freedom from vibration.
- Fewer operatives are required than with any other presses of equal capacity.

These machines have been thoroughly tested by daily use in many important newspaper offices, and scores of the leading experts throughout the United States have inspected them fully and have given them their unqualified endorsement. Their mechanical construction is unexcelled, being of the well-known Duplex standard. READ THE TESTIMONY

Note. It must not be understood that the machines shown on the following pages are our complete line. We make different kinds of web printing machines, ... been engaged in their manufacture nearly a quarter of a century.

Page from catalogue of Duplex Printing Press Co., Battle Creek, Mich.



RECITAL

Given by pupils of

Troy Conservatory of Music

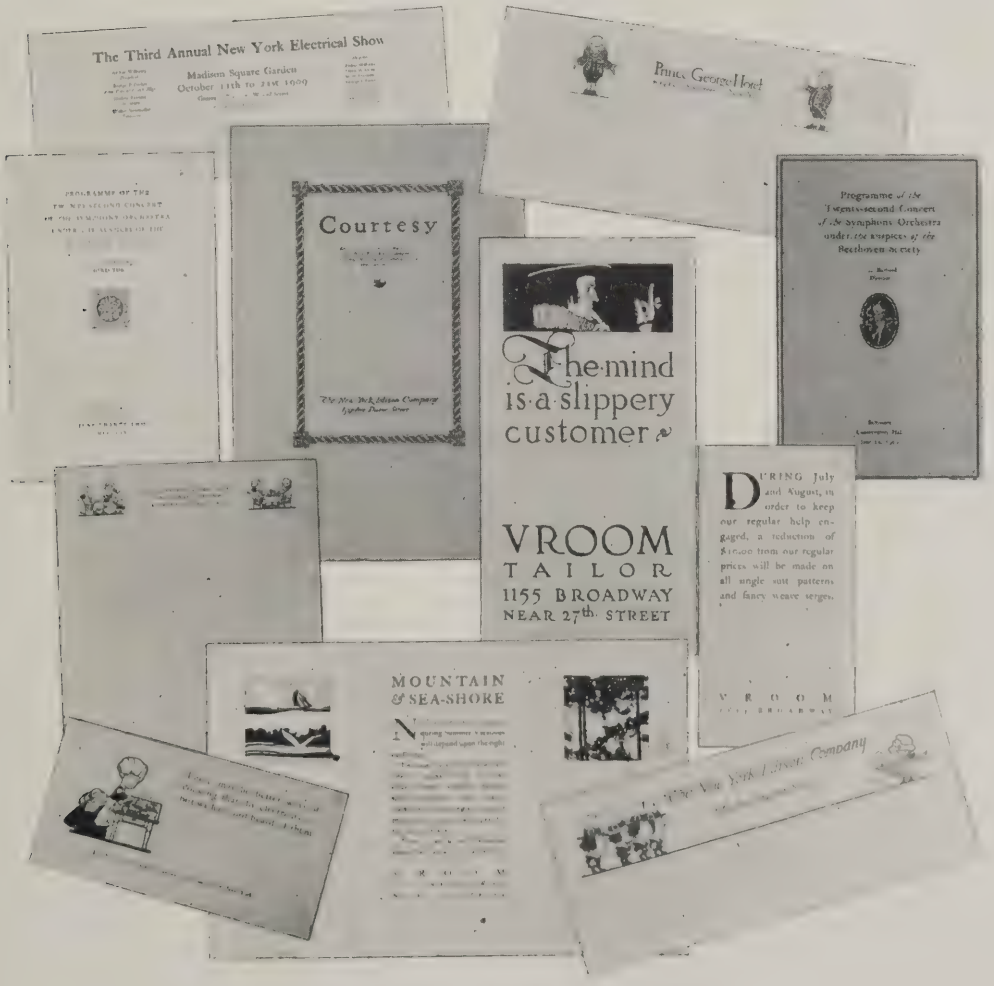
TROY, MISSOURI.

MISS MARGARET E. McCONACHIE
Directress

Troy Opera House

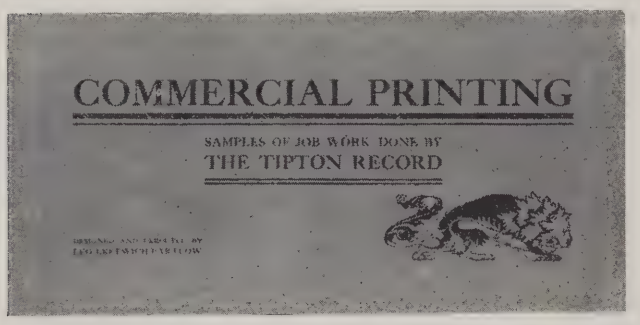
Friday evening, April the twenty-third
nineteen hundred and nine

By Savoy W. Pereau, Troy, Mo.


The Third Annual New York Electrical Show
Madison Square Garden
October 11th to 23rd 1909
Courtesy
The mind is a slippery customer
VROOM
TAILOR
1155 BROADWAY
NEAR 27th STREET
DURING July and August, in order to keep our regular help engaged, a reduction of $10.00 from our regular prices will be made on all single suit patterns and fancy weave serges.
MOUNTAIN & SEA-SHORE

Recent work by Walter B. Gress, Brooklyn, N. Y.

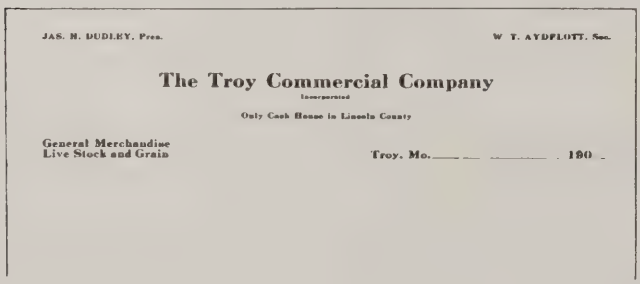
sending out the little bunch of specimens of your work to prospective customers. The cover in which you send them is admirably gotten up and I can find no fault with it. Some improvement might be made on some of the specimens which it contains, though for the most part they would pass muster with the



ordinary business man. I like the general idea of your cover for the road law. The ornaments under the County Judge's name are not in good taste, however, and the imprint should have been in a less conspicuous position. Your work could be improved very much by using straight rules instead of leaders for blank lines in your stationery. I notice that you have done this on one notehead, that for E. H. McFadden, and I think you will agree with me that it is a great improvement.

* * *

Savoy W. Pereau, Troy, Mo., sends in a number of specimens, principally stationery. This is the first bunch of samples sent in by this contributor and I have looked them over with interest. The first noticeable feature is their smooth, clear press-work. The second feature to be mentioned is the fact that for the most part they are up to date in the style of


JAS. H. DUDLEY, Pres. W. T. AYDELOTT, Sec.

The Troy Commercial Company
Incorporated
Only Cash House in Lincoln County

General Merchandise
Live Stock and Grain

Troy, Mo. _____ 190 _

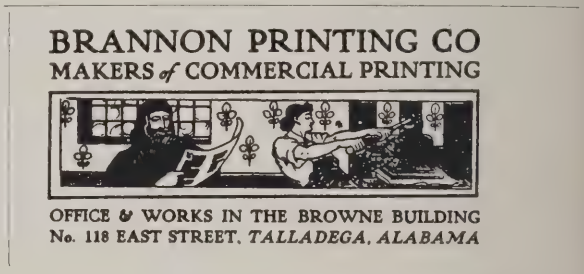
type employed. I am showing one of the letterheads for The Troy Commercial Company which, though not perfect, is very well gotten up. It would be improved by having the names of the officers in smaller type as well as the two lines in the lower left-hand corner. The stock certificate is very nicely printed, though the style of type employed does not lend itself very appropriately to a curved line. At any rate the curved line is almost a thing of the past and it is scarcely worth while to waste time on it unless the customer especially prefers it. The cover of the recital program is a fairly good piece of work with the exception of the ornament, which is entirely too stiff and formal. The date line at the bottom might well have been in italic also. I think your poorest job is the envelope for the Troy Racket Store. There is entirely too much rule work, much of which should be done away with. Your plainer envelopes are very satisfactory.

* * *

I do not believe that enough printers take the trouble to send out samples of their work to men whose business they are anxious to get. I am just in receipt of a bunch of specimens from J. M. Wigley, Lancaster, England, in which is a sheet of printed specimens of work done by this enterprising printer. I do not like them, however, as well as some of the other pieces of work which Mr. Wigley sends me. I think the cover for the Business Man's Library, which is here shown, is a handsome and well-balanced piece of work. It is worthy of study, it seems to me, by any compositor. I do not mean by that it should be copied bodily, for almost every piece of work will suggest some touches of original treatment, even if the printer does not take pride enough in his work to get up something different; but this can, as I say, be taken as a suggestion, and if carefully studied it will be very helpful. Another cover I am also showing, which seems to be intended for a little booklet of fashions. This cover is very appropriate for the topic and is also worthy of study.

* * *

I have just heard from Brannon again, that hustler down at Talladega, Alabama. He seems to be hust-

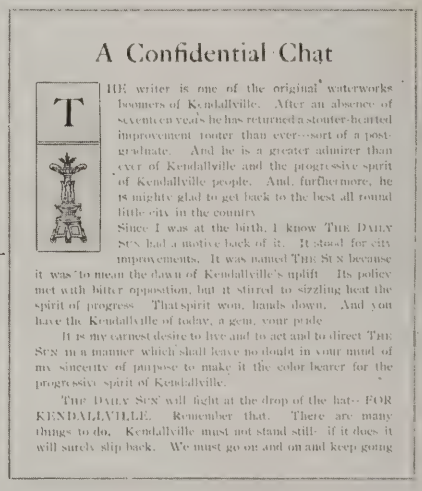

BRANNON PRINTING CO
MAKERS *of* COMMERCIAL PRINTING

OFFICE & WORKS IN THE BROWNE BUILDING
No. 118 EAST STREET, *TALLADEGA, ALABAMA*

ling as much as ever, for he simply sends in this one specimen with the one-word message, "Hello."

* * *

I am showing here a page from a little booklet sent out by *The Kendallville Daily Sun*, Kendallville, Ind. The purpose of the booklet is to boost the *Sun* in particular and the whole city of Kendallville in gen-


A Confidential Chat

THE writer is one of the original waterworks boomers of Kendallville. After an absence of seventeen years he has returned a stouter-hearted improvement booter than ever—sort of a post-graduate. And he is a greater admirer than ever of Kendallville and the progressive spirit of Kendallville people. And, furthermore, he is mighty glad to get back to the best all round little city in the country.

Since I was at the birth, I know THE DAILY SUN had a motive back of it. It stood for city improvements. It was named THE SUN because it was to mean the dawn of Kendallville's uplift. Its policy met with bitter opposition, but it stirred to sizzling heat the spirit of progress. That spirit won, hands down. And you have the Kendallville of today, a gem, your pride.

It is my earnest desire to live and to act and to direct THE SUN in a manner which shall leave no doubt in your mind of my sincerity of purpose to make it the color-bearer for the progressive spirit of Kendallville.

THE DAILY SUN will fight at the drop of the hat—FOR KENDALLVILLE. Remember that. There are many things to do. Kendallville must not stand still: if it does it will surely slip back. We must go on and on and keep going

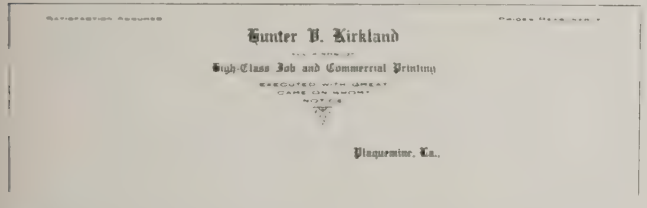
eral. The booklet gives me a good opinion of the town, so that it has served its purpose, in my judgment; for, as I have said so often, advertising matter of this kind should be gotten out in such a manner as to give one a good impression of the town it comes from.

I have a number of blotters from Robert E. Phelps, Brookings, S. D. These are somewhat odd, especially in their color schemes, and remind one of English printing more than the general run of work done in our own country. I would suggest the use of fewer colors and more decided contrast. I also would get away from the idea of "mixing in the colors in spots," for that is about the only way I can describe these blotters. They certainly have a decidedly spotted appearance. By using fewer colors and by using them in larger units a much better effect can be produced.

* * *

I am reproducing a letterhead which has been sent me by H. V. Kirkland, Plaquemine, La., with the following letter:

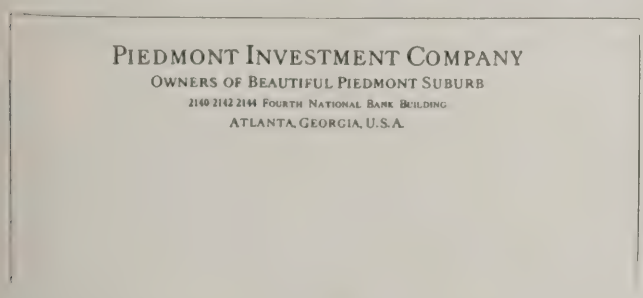
I am enclosing you a sample of a letterhead set up for me by a friend of mine in this place. Criticize it in the JOURNALIST for me. He is thirty years of age—has worked in a newspaper office since his boyhood—a steady worker and very fast, all-around man in a newspaper office. His work is always neat and well done. Could you not secure him a good position somewhere, as he would like to leave here?



The letterhead, I am sure, is very satisfactorily executed, though it might have been improved by using an italic type in place of the extended gothic. I trust the printer may be able to find satisfactory employment.

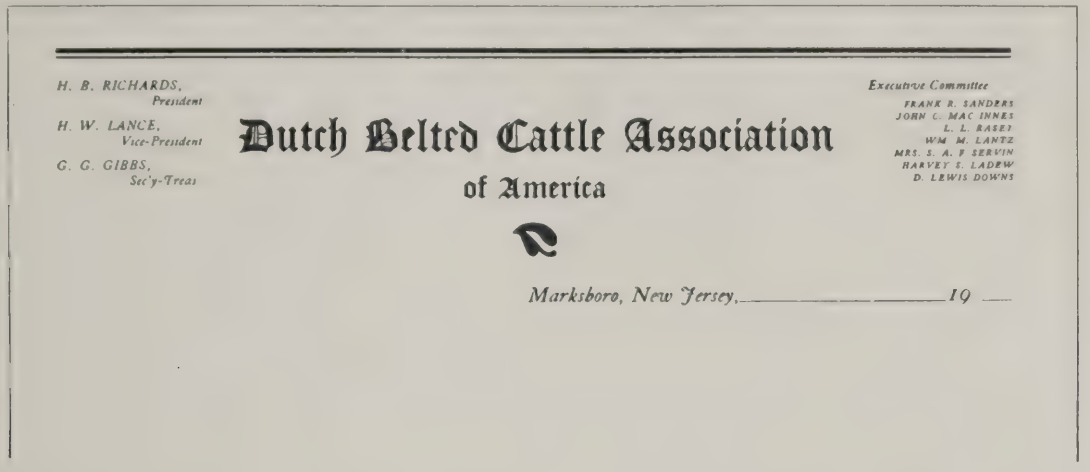
* * *

J. Thomas Perry, Atlanta, Ga., sends in the accompanying letterhead set in Keystone Type Foundry's Caslon light face. This makes a very satisfactory type for a letterhead, but I think I should have preferred to have had it in a smaller size all through. My own taste would also have suggested a use of lower case letters instead of the continual recurrence of caps and small caps.


PIEDMONT INVESTMENT COMPANY
OWNERS OF BEAUTIFUL PIEDMONT SUBURB
2140-2142-2144 FOURTH NATIONAL BANK BUILDING
ATLANTA, GEORGIA, U.S.A.

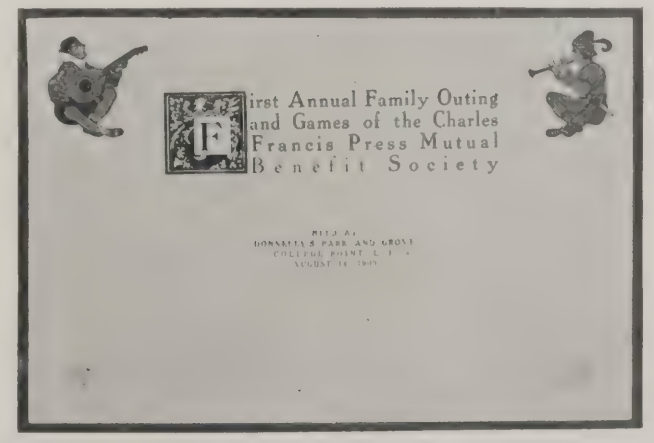
* * *

I had something to say in the last issue about the business cards sent in by Herbert R. Smith of Washington, N. J. This month he sends me another one in plain white and black, but with a distinct individuality of its own. I am reproducing it in the original size in order that those who see it can get as near as possible the effect of the original. There are not many printers who can set up an effective card with a border, but Mr. Smith has certainly done it with this one. He also sends a large number of other specimens of a varied character which I wish I had time to comment on. He asks especially for suggestions on the letterhead which is here shown. It is printed on white stock with the initials of the main line in orange and the rest of the matter in black. Mr. Smith says he does not like the style of composition, but I am frank to say that I think it is because he has studied the head so long that he has grown weary of it. It strikes me as being very harmonious, carrying an old-style effect with it throughout. I do not feel like suggesting any change.



* * *

A handsome folder from the Charles Francis Press, New York, announces the first annual family outing and games of the Charles Francis Press Mutual Benefit Society. Not only is the program artistically designed and executed, but the series of events looks decidedly interesting. This benefit society, as its name would imply, is intended to take care of its members



in sickness and disability, and already includes seventy-five members of the force of this organization.

* * *

F. A. VanGelder, Lima, N. Y., sends in another batch of work which is very satisfactory. I do not

VanGELDER PRINTING COMPANY, Printers and Publishers
PUBLISHERS OF The Lima Recorder AND DOERS OF
Quality Printing
Home Phone 29 A
Lima, N. Y. _____ 190

believe I have ever shown you the letterhead on which Mr. VanGelder writes, and as it is rather unique

Lima Poultry Yards
BREEDER OF
S. C. WHITE LEGHORNS (Wycoff Strain)
WHITE WYANDOTTES (Fishel Strain)
WHITE CRESTED BLACK POLISH
AND BARRED ROCKS
STOCK & EGGS
George Peck, Proprietor, Lima, New York

I am here reproducing it. I am also showing a card, which is a little out of the ordinary and rather attractive.

* * *

I am here showing a page from the catalog recently issued by the Duplex Printing Press Company of Battle Creek, Mich. At first glance you will say that there is nothing of particular interest about the page, but I want to call attention to the manner in which the type is set, giving each item its proper importance and bringing out the points which are desired to be emphasized in a clear and straightforward manner. The little illustration worked in with the initial is a delicate and appropriate piece of work, and is characteristic of the book throughout, which is descriptive of the duplex rotary press.

* * *

The reproduction herewith of the check sent in by Levi P. Smith of Bonner Springs, Kansas, does not do it justice by any means. The original check is in two colors, red and black, the main line combining the

No. _____ Bonner Springs, Kansas August 8th, 1909. 190
EMPIRE PRINTING COMPANY
"PRINTERS of EVERYTHING"
PAY TO THE ORDER OF National Printer-Journalist ... $3.00
Three and no/100 ----- DOLLARS
To THE FARMERS STATE BANK
BONNER SPRINGS, KANSAS
EMPIRE PRINTING COMPANY
Per Levi P. Smith

two, the body of the letters being in the red and the outline in black. The line under this, and the border, are also in red, as well as the initial "P," and the two lines in the lower left-hand corner. The check does not, therefore, have as heavy an appearance as the reproduction would suggest. In general, however, I do not care to see a check having any color about it other than the lines designating the bank upon which it is drawn. These can very well be in a color, preferably in red. In resetting the job at any time I

Wedding Invitations, Letter Heads, Bill Heads, Statements, Envelopes
Empire Printing Company
COMMERCIAL Printers AND SOCIETY
Opposite Post Office, BONNER SPRINGS, KANS.
Business Cards, Visiting Cards, Bank Work, Sale Bills, Etc. Etc.
A. G. PARKER — LEVI L. SMITH

August 8, 1909.

National Printer-Journalist,
Chicago, Ill.

Gentlemen:

Enclosed please find check for $3.00 to pay my subscription up to July 1910. Have taken your valuable journal for two years and am sorry that I did not begin sooner.

Ours is a new company, having started up July 1st. We think we shall enter your contest some time in the near future, not for the hopes of winning a prize so much as to get some good, sound criticism on our work. The writer is 22 years of age and has had about five years experience in the trade. I do all the inside work, my partner being the solicitor and general utility man.

People who see the enclosed check seem very much pleased with it. Can you give me any hints on how to improve it.

Respectfully yours,
Levi L. Smith

should suggest a little more generous use of lowercase letters. Mr. Smith's letter is a source of much satisfaction to us, and I am reproducing it herewith.

* * *

It is always a pleasure to see the work of Walter B. Gress of Brooklyn, N. Y., so that one of the delights of this month's department is a large number of specimens from this enterprising compositor. One of Mr. Gress' chief characteristics is his admirable manner of handling delicate colors, some of which seem to fade off imperceptibly into the paper. This is one of the features of his work of which, unfortunately, I cannot give any idea in reproduction.

ITEMS OF INTEREST

Gary, Ind., is to have a Democratic newspaper. It will be known as the Lake County *Democrat*, and will be issued about August 20. Alfred Jones of Gary will be the editor.

Robert McMaster, night editor of Creston, Iowa, Morning *American* for more than ten years, has resigned and will leave for Colorado, where he will continue in the journalistic work. He is one of the very well known newspaper men of the state.

The editors of the Upper Iowa and Eastern Iowa Editorial Association gathered at Mason City, Aug. 5 and 6 for a two days' outing. Only shop in the lighter vein was talked and Clear Lake vied with Mason City in giving the editors a good time. Mason City tendered them a banquet.

J. K. Huston, formerly one of the publishers and managing editor of the Centerville, Iowa Daily *Citizen*, who has returned from an extended California trip, has accepted a position as advertising manager of the Pasadena Daily *News* and will move to Pasadena. Mr. Huston has been with the *Citizen* for twelve years until this spring when he disposed of his interests and went west for the benefit of his family's health. Otis C. R. Needels, son of Geo. W. Needels, now sole publisher of the *Citizen*, has taken the place of managing editor. He is a capable young man and has grown up in the newspaper business.

GOOD ROADS AND THE PRESS

MONG the most strikingly practical features at the Alaska-Yukon-Pacific Exposition is a panorama of views showing the value and beneficent results of good roads and the astounding losses coming directly from, or chargeable to, bad roads. Good roads and their economic building comes within the province of good newspapers as promoters of public well-being, and we are glad to publish the following, on this subject, by past-president Varner, from an address delivered before the North Carolina Press Association:

The press always leads, or always ought to lead, in a fight for better things, and in this movement it should take the foremost place, for there is not another question before our people that is so vitally connected with the welfare of the State. It is the high duty of every newspaper to take up the cudgel vigorously for better roads. The State of Georgia is aflame with good-roads enthusiasm because *The Constitution, The Journal* and other newspapers in that commonwealth have begun a campaign that must result in good roads. In this instance, alone, the duty of the press and the effects of its efforts are brilliantly set forth.

Building good roads is the great question of the hour. In the familiar phrase, it is the paramount issue, not only in this state, but throughout the Union. It transcends in importance politics, the tariff, the money question or any other question. Nothing is hampering this country so much as mud; nothing could possibly do more for the development of the state and nation than macadamized highways. Hence, the duty of the press to begin a campaign for the promotion of better roads. It is our manifest duty to cry aloud, to advocate strongly, to publish information, to mold public opinion until the people reach that point where they are willing to bear the cost of building modern roads in every county.

* * * * * * * * *

Nothing contributed more to Rome's prosperity and prowess than the imperial highways, straight as an eagle's flight, reaching to all parts of the world-empire.

Following the fall of Rome, the darkness that settled over Europe was in no small degree attributable to the lack of means of communication, and returning light came with the movements to build passable highways. Europe today is far ahead of us in the matter of roads. The thrift and wealth of the Frenchmen largely come from magnificent thoroughfares. England has good roads into every nook and corner of the island. They are constructed scientifically and guarded jealously. This great country of ours, with its illimitable resources and its teeming millions, the grandest country on the face of the earth, is fettered by mud, and our people are just awaking to the absolute necessity of good roads if we are to progress and become what we should be. Mr. Roosevelt has said:

"Merely from the standpoint of historical analogy, we should have a right to ask that this people which has tamed a continent, which has built up a country with a continent for its base, which boasts itself with truth as the mightiest Republic that the world has ever seen, which we firmly believe will in the century now opening rise to a position of headship and leadership such as no other nation has ever yet attained—merely from historical analogy, I say, we should have a right to demand that such a nation build good roads. Much more have we a right to demand it from the practical standpoint. The difference between the semi-barbarism of the Middle Ages and the civilization which succeeded it was the difference between poor and good means of communication. And we, to whom space is less of an obstacle than ever before in the history of any nation; we who have spanned a continent, who have thrust our border westward in the course of a century and a quarter until it has gone from the Atlantic over the Alleghanies, down into the Valley of the Mississippi, across the Great Plains, over the Rockies to where the Golden Gate lets through the long-heaving waters of the Pacific; we, who take so little account of mere space, must see to it that the best means of nullifying the existence of space are at our command."

Good roads mean progress and prosperity and are a benefit to the people who live in cities, and an advantage to people who live in the country. Like good streets, they make habitation along them desirable. You never, or rarely ever and then not for long, see a shabby home by the side of a modern road, where everybody passes and sees how you live. The value of farms is enhanced. Statistics prove that in nearly every case the States having the highest percentage of improved roads are powerful factors in encouraging the settlement of unused lands. Roads also have a far-reaching influence in holding men to their farms, and restraining them from drifting to the towns. While the manufacturing towns must have labor, who is here that will deny that if our counties had good roads, the hundreds of good farmers would have moved their families from the country home to town to work in the mills? So great an exodus occurred two or three years ago that farm labor was almost impossible to secure. These people are needed in the country; there they could have stayed had there been good roads, which make farm life so much more attractive. As the price of land depends as much on accessibility to market as on productivity, it follows that road improvement, by holding people and attracting others, directly tends toward increase in values of all farm lands within touch of the improved highways. It is shown that in States where the average price of land is less than $20 an acre the percentage of improved roads is only ⅛ per cent, whereas in States where the acreage value is more than $20, the average of improved roads is 9 per cent of the total mileage.

There are records which show that roads have increased the value of farm lands from 50 to 500 per cent. It has been ascertained by a dozen railroads, through their land and industrial departments, that farms through which good roads run are enhanced in value from $2 to $9 an acre, and whether conservative or enthusiastic, all concede that the increase is marked, immediate ad inevitable. Suppose a county of 200,000 acres votes bonds, and placing the enhanced value at only $4.50 an acre, it will be seen that the land owners thus benefited would gain not less than $900,000. If the bond issue amounted to half a million, there would be $400,000 profit, at once. The increase in the profit and price of farm products is equally certain and plain. The farmer's produce is worth nothing unless it can be placed on the market. Time was in England when food would be rotting in one place, while people suffered for the lack of it in a community a few miles away, because it was impossible to transport the products of the farms.

Official records in Guilford county show that the price of farm products since good roads have been built has increased from four hundred to seven hundred per cent. And yet, there is a farmer in my county who maintains that good roads will ruin him and the county, because they will reduce the price of produce, since, when the roads are bad, he gets $2.50 a cord for wood, because wood is made scarce by the impassibility of the highways; and he says he would rather haul wood through mud hub deep for $2.50 than to roll along a smooth road and sell it for $1, which price he claims a cord will drop to in the event of good roads. The experience of Charlotte and Greensboro entirely disapprove this absurd idea, for there are not two better markets in the State,

and the first named has 200 miles of good roads leading to it, and the second 100 miles.

There is no question about it—why argue further? We may close the discussion of the advantages of good roads with the quotation from the Honorable John H. Bankhead: "Good roads are avenues of progress, the best proof of intelligence; they aid the social and religious advancement of the people; they increase the value of products; they save time, labor and money; they are the initial sources of commerce, which swell in great streams and flow everywhere, distributing the products of our fields, forests and factories. The highways are the common property of the country, their benefits are shared by all, and all should contribute to them."

The question comes, how to get good roads? Shall we vote a direct tax or shall we issue bonds? Shall we pay as we go, or shall we pay part now and let future generations pay part? To my mind, the whole question comes down to whether we want good roads now, or whether we are willing to build a few miles now and let another generation build a few miles more and another and another, until in the course of human events we secure good roads throughout the State years after every person now at the age of accountability is dead and buried. I stand for bonds. Mecklenburg has been building roads thirty years, and she has about 200 miles, using direct tax. Guilford has been building roads six years and she has 100 miles, using bonds. We are too far behind to depend on a direct tax. We must go ahead and issue bonds, build the roads, increase our wealth, and reap many fold the cost of the roads.

* * * * * * * * *

A county which shows sufficient progress to bond itself in a liberal amount for the purpose of securing improved roads should keep its money intact until its officers have learned exactly what class of roads will best meet its requirements; what type of road it is best qualified to construct and what it can best afford; and these facts can be secured through the aid of the national government, the office of public roads standing ready to give gratuitous advice and supply skilled highway engineers who are amply qualified to tell what type of highway would best meet that country's requirements and to demonstrate those suggestions by supervising the building of stretches of model highways, after which local officials may take pattern.

* * * * * * * * *

In asmuch as road building and road mending have been for a century under county commissioners and township road supervisors with practically no beneficial results observable—it seems plain that the time for a radical change of methods is at hand.

Many farmers fear a bond issue as they do the visits of the chinch bug or the Kansas grasshopper, but the benefits they derive from that method of raising money for road improvements are far-reaching and immediate, while the individual tax on each is so small that it is scarcely noticeable. In reality, borrowing money through the sale of road bonds is like buying a house, a farm, or a business on the installment plan. The purchaser receives the object at once and derives the benefits from it while paying for it. As the benefits derived from perfected highways cover long periods of time, fairness and equity demand that the rising generation should bear a portion of the cost and that the increased citizenship, always attracted to the locality by a system of good roads, should also aid in paying for the added benefits.

Besides that, there is a financial wisdom in floating county bonds for road improvement. In many cases those bonds sell at a premium, and everybody interested gains a benefit. In some Southern States good roads bonds have brought a price so high that the premium has wiped out two or three years' interest on the principal. In Bradley County, Tennessee, but a few years ago, the supervisors voted a bond issue of $90,000. Those bonds bore interest at the rate of five per cent. So enthusiastic were the citizens for road improvement, and so much confidence did they have in the locality in which they lived that the premium was $20,000; the cash sales placing in the county treasury $110,000.

I am an earnest believer in Federal and State aid and co-operation in building good roads, and I believe that the time is at hand when the government will hit upon some plan whereby it may co-operate with the State and the State with the county, in the work. It has been argued that it is unconstitutional. Why should it be more so than the expenditure of money for river and harbor improvements, which often take the form of a private enterprise? As a matter of fact, it has been shown conclusively in Congress that so far from being unconstitutional, the government in its very beginning began the construction of good roads and expended more than seven millions on the old Cumberland road from Maryland to St. Louis, a distance of 700 miles, and the work was only abandoned because there arose a question of authority and responsibility as to who should maintain and repair the road, the States or the Federal Government. What does the Government do for the farmer? We spend millions annually on the army, a dead loss, though doubtless necessary; we spend some hundred millions on the navy; have spent a half billion on river and harbor improvements. During ten years we spent more than six billion dollars of which about forty-seven million went to the agricultural department; but not a dollar for the promotion of good roads, a common blessing for all the people. During fifty years, in all the vast sums our Government has disbursed for one thing and another, not a dollar has been appropriated for roads. And yet, the farmers of the country compose the bulk of the population, and last year contributed to the national wealth some eight billions of dollars. The one-horse farmer around behind the hill, miles from town, forms the foundation of the nation, and what has the Government done for him? Nothing. The burden is upon him, he foots the bills; and the government takes his money and spends it on everything under the sun by the millions but on what effects him mostly—*roads.*

FROM A PRINTER OF WIDE REPUTATION

J. Albert Hood
Advertising
Designer of Printed Things
Asbury Park
N. J.

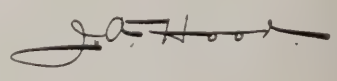
Eighth day of August,
1909.

Mr. B. B. Herbert,
Editor National Printer-Journalist,
Chicago.

My dear Sir:-

Enclosed you will find a check for two dollars in payment of my subscription to your excellent trade journal for year ending May, nineteen hundred and nine.

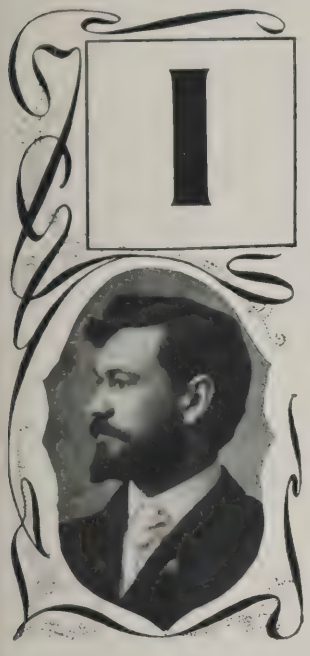
Yours very truly,



NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin.



IT is not to be supposed that many of you remember it, nevertheless it is a fact that last May I criticised copies of the Russel, Kansas, *Reformer*. What I said was not all flowers, either, as the reader can verify by referring to that number in his files of this journal. On receipt of his copy of that number, Brother J. W. Morphy, editor and publisher of the *Reformer*, wrote a personal reply to my public criticism, the mailing of which, however, was in some way overlooked until during last July, when the letter was discovered by its author and forwarded to me at once. In spite of the fact that Brother Morphy explains that his object in sending this letter is not that it might be published, but only that his position in the matter might become more plain to me personally, I cannot forego quoting the epistle in full, not only because it is not more than fair to give Mr. Morphy a public hearing and make plain his position, but also because it offers an excellent inspiration for me to exploit a random thought or two of more or less interest and importance. Here is the letter:

RUSSELL, KAN., May 15, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—The current issue of the N. P.-J. is here and comments noted. They are about what I expected. Naturally your position should be that of holding up the highest possible ideals. Just as naturally it is impossible and in some cases undesirable to attempt to fully attain them. While I have no disposition to argue the case, I am of course content with my own view of the matter, but am fair enough and interested to the extent that I am glad to hear yours. Nineteen years in the business have firmly fixed the results of considerable experience in my mind and the views thus formed will have to be combatted by something of commercial value to bring a change even though I am not inclined to regard commercialism as the whole thing in newspaper work.

The offending dress will be changed in the near future to Century Expanded, and some of the more worn ad lines will give way to more Cheltenham. Plainness of border, reasonable use of rule and simplicity and directness in ad composition will be fostered. Little space will be purloined from the reader for scare heads and every scrap of available news will be given fair treatment. Clean presswork and punctual publication will not be overlooked. A general adherence to these rules brought me a profit of 40 per cent of the purchase price of the plant in the past year and that is a consideration worth while. And in so doing, the advertisers did not run the paper either, nor will they.

In closing I wish to thank you for your comments and to say that I shall use some copies of the publication among my patrons. I am interested in your department and read it quite closely, although I sometimes fear that perhaps in your criticism of ads you do not fully realize the conditions as to time, character of copy, limitations in material, under which they are produced.

I am sending some more copies of the paper, not with the idea that they will receive attention in your department, but that you may see that my advertisers have forced some changes in the make-up of the paper and especially in the size.

Again thanking you, I am,

Respectfully,

J. W. MORPHY.

I quite agree with the brother that it is entirely right and natural that a critic should hold up the highest ideals, but the rest of his assertion strikes me as wholly erroneous. "Not doing more than the average is what keeps the average down." We ought to all be idealists of the highest type—everyone of us newspaper makers ought—that's the only way we can hope to see the standard of the press, that most glorious of all American institutions, raised to its rightful and normal preeminence. It is frequently charged that I am an idealist by those on whose work I am called upon to pass judgment in the capacity as critic for this magazine, and I sincerely hope and trust that I am entirely worthy of that charge. Many a time, however, when I chance to look over the reproductions in this department of the NATIONAL PRINTER-JOURNALIST, and see the numerous little flaws that I have allowed to pass uncensured, I get that human feeling bordering on the "blues," in which one condemns himself for duty only half done. At such times I am inclined to fear that my ideals are not high enough. But, at any rate, don't any of you get a wrong impression of me. Don't fall into the habit of looking upon me as an indolent theorist, used only to cases groaning with heavy weight fonts, and shops replete with all the best, latest and most highly improved appurtenances, constantly lolling in the lap of luxury, living a life of partial ease and impractical experimenting and looking over newspaper "specimens" with a prone tendency to "cuss" every least thing about them that is not exactly up to the mark of perfection. Try to realize so far as possible that I am only an ordinary newspaper-maker, like the rest of you, digging and delving every day in the week into actual, practical, serious newspaper work. Try to imagine a printer-journalist with congenial printing-journalistic proclivities who has worked at the case, on the floor, at the press, at the desk, in the front office—who has practically and thoroughly covered the ground from devil to foreman, from foreman to editor, and from editor to publisher—and who has worked in nearly every kind and size of print-shop there is between the great lakes and the Pacific coast, and is therefore fully conversant with the various conditions to be met with in printing offices—and you'll at once feel fairly well acquainted with the writer of these lines. This being the case, then, I will ask you, dear reader, if Brother Morphy's suspicion of critical unfairness on my part, due to ignorance of conditions under which certain work is produced, is reasonable? Of course, I do not make these explanations with the least feeling of boastfulness, but merely that you may all clearly understand my position and appreciate just how far you may de-

pend upon the "trade tips" I may be able to extend you in the course of my reviews in this department of the National Printer-Journalist. As a closing proof that, with all of my apparent idealism, I offer no advice that is not fully practicable and adaptable to every-day newspaper work, is attested by the fact that in not a single instance that now occurs to me have I ever aired an innovation in these columns, that has not first been put to practical test and proved out in actual demonstration in my own newspaper office. You may depend upon it that all departures, that to you may seem new, as exploited under this department head of the National Printer-Journalist, have, so far as means and state of territory would permit, been first tested and proved good in my own newspaper work. And, what makes this fact worth more to you, my reader, is that my office is not an experiment station in any other sense than is your own. I depend almost as entirely as do any of you upon yours, upon my newspaper business for a living for myself and family.

* * *

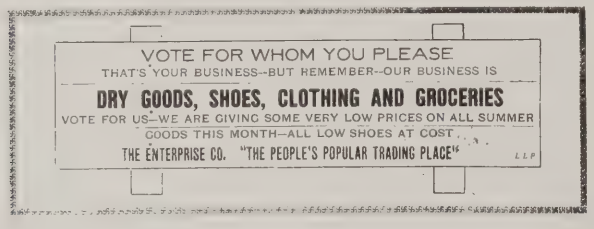
Covington, Tenn., August 4, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending enclosed for your criticism, if you think it worth while, an ad which appears in the current issue of the *Record*. Maybe I had better tell you I tried to make it look like a signboard—so as to save you some guessing. Suggestions and corrections will be appreciated.

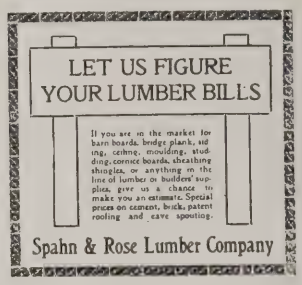
Yours respectfully, Leo L. Partlow.

The advertisement to which Brother Partlow refers in the above letter is reproduced herewith as exhibit 1. The brother need not have offered any explanations as to the "bill-board" effect which he strove for and so well attained; that is self-evident. I don't know whether in this case it is so very good an idea or not. Certainly the typography of the thing is not so very attractive, and in that it is quite like, and also quite unlike, many real bill-boards I have seen. It seems to


VOTE FOR WHOM YOU PLEASE
THAT'S YOUR BUSINESS--BUT REMEMBER--OUR BUSINESS IS
DRY GOODS, SHOES, CLOTHING AND GROCERIES
VOTE FOR US--WE ARE GIVING SOME VERY LOW PRICES ON ALL SUMMER
GOODS THIS MONTH--ALL LOW SHOES AT COST.
THE ENTERPRISE CO. "THE PEOPLE'S POPULAR TRADING PLACE"
LLP

No. 1

me that putting in the nail-heads was carrying the illustration a trifle too far; in any picture, you know, at least some detail should be left to the viewer's imagination. To indicate the cracks between the boards was doubtless all right, but it is too bad that the lettering on each board did not run so that it could have been complete without extending over onto the next. Of course this is consistent, perhaps, with every-day bill-boards, but rather exceptional in printing, where the outlines of each board must nevertheless remain as a panel. The fact that the last line is a little out of center is not especially pleasing—but I see how it happened: Brother Partlow did not properly reckon on the space occupied by his initials in the right-hand corner. These initials, by the way, are somewhat of the nature of an innovation; but I do not see why they do not represent a practice wholly as commendable and proper as the artist's signature on his own cartoons. Especially is this to be recommended in an office where a number of ad-men are employed in getting up the ads. Each compositor is thereby assured of all credit due him at the hands of the paper's readers and advertisers. But I should advise a little more delicacy in the matter than that displayed by this compositor: I should have placed the signature down snug against the outside border, and have set it in a modest nonpareil. This way it is altogether too prominent, pushing itself into the readers' vision almost sooner than the reading matter in the advertisement; not only this, but it really tends to appear as a blemish in the work, much as a high quad would. As intimated above, I do not know but that this "bill-board" sign is all right. In exhibit 2, I show a similar


LET US FIGURE
YOUR LUMBER BILLS
If you are in the market for barn boards, bridge plank, siding, cedrus, moulding, studding, cornice boards, sheathing shingles, or anything in the line of lumber or builders' supplies, give us a chance to make you an estimate. Special prices on cement, brick, patent roofing and eave spouting.
Spahn & Rose Lumber Company

No. 2

idea of my own; but I consider the design a trifle more appropriate in the latter instance, because the ad itself has to deal with planks and boards. It will be observed, too, that I have let the reader guess as to how the horizontal board is attached to the two uprights. They may conclude that it is glued on, or fastened by means of screws inserted from the backside, or that the nail heads have been sunken and the holes plugged—but I don't care, whatever their conjecture, they must all agree that the cross-board is there and does not seem to be in the least danger of falling or slipping from its position.

* * *

I am indebted to Arthur Capper, the famous publisher of the Topeka *Daily Capital*, Kansas *Weekly Capital, Farmers Mail and Breeze, Missouri Valley Farmer* and *The Household*, for a copy of No. 3 of Volume 2 of the last and least of his publications, namely, *The Capper Bulletin*, a very neat little magazinelet, full of wise sayings and fetching little stories intended to convince the big men of business that Kansas is a mighty wonderful and desirable field for them to advertise in, and incidentally proving that the Capper publications cover that very desirable field. The *Bulletin* is simply perfection itself in all departments of its makeup.

* * *

Sumner, Miss., July 22, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—We herewith enclose copy of the *Herald-Progress* of date July 22nd.

Please give us, through the columns of the National Printer-Journalist, criticism of the page advertisement of Shapira & Levy, which appears on the last page.

Very truly yours,
The Herald-Progress,
By A. Leland Whitten, Mgr.

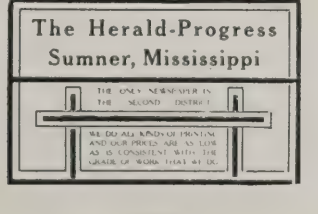
The advertisement to which my particular attention is directed in the foregoing letter is shown as exhibit 3. In the main it is a very neat and attractive piece of work. Especially is this true as regards layout, and the Cheltenham Bold, used in grand continuous exclusiveness, lends a charming aspect that is not frequently surpassed. Only a few little changes in detail, and here would have been a perfect ad-specimen: The first display line is a dandy, but the remaining portion of the heading is scarcely satisfactory. If these words, "Of Shapira & Levy, Sumner, Mississippi," had been considered the second line, and set to full measure, fol-

lowed by a double rule clear across, the effect would have been preferable. The balance of the heading could then have remained as it is, only omitting the empty panels at both ends of the second line, as well as the heavy rules which now appear above and below the brief introduction. It will be observed that by following these suggestions more space would have been

FIRST CLEARANCE SALE
OF
Shapira & Levy, Sumner, Mississippi
Starts Saturday Morning, July 24th, and Continues to
August 7th, Inclusive
WHEN we will offer our entire stock of seasonable Dry Goods, Clothing, Shoes, Hats, etc., at greatly reduced prices, as we must clear out our Spring and Summer goods, rather than carry them over.
A Two Weeks' Festival of Unprecedented Bargains
10 yards best calico, sale price 45c
10 yards brown sea island, yard wide 50c
10c apron checks, sale price, yard 5c
Best percales, sale price per yard 7c
10c figured lawns, sale price per yard 7c
15c figured lawns and batistes, sale price per yard 11c
25c and 35c swisses and voiles, sale price per yard 17c
6 spools thread, sale price 25c
1 lot ladies $5.00 wash suits, sale price $3.00
1 lot ladies $7.50 to $8.25 wash suits, sale price $4.50
1 lot ladies $10 to $11.50 wash suits, sale price $6.75
Clothing is the Line where We Always Shine
In this department the prices quoted are too ridiculously low to be overlooked
95c
$1.60
$1.85
$2.90
20c
$4.25
$5.75
$7.15
$8.50
A full line of Trunks, Suit Cases and Grips at greatly reduced prices
Don't forget date and place. Sale begins July 24th and ends Saturday night, Aug. 7th.
Shapira & Levy, - - - - Sumner, Miss.

No. 3

gained, which would have permitted the setting of the lines, "A Two Week's Festival of Unprecedented Bargains," inside a deeper panel. At present there is not enough white space inside the panel, above nor below these lines. The balance of the ad is without a fault except that in using initials of a larger font, as the I and O in two panels here, care should always be exercised to see that a perfect top-alignment of the letters is secured, which is easily accomplished by the insertion of the required number of points above the first line against the initial; and the signature closed up and



No. 4

centered at the bottom of the ad would have been the proper way to treat this. I clip another ad-specimen from this publication, which admirably illustrates the fine mechanical skill of the *Progress* ad-man, notwithstanding that, uninvited, I shall very probably have to discriminate in my criticism. (Exhibit 4.) This is an extremely attractive and intricate job of modern rule work, but the Cheltenham Bold, if available, ought to have been employed, in order that the bold rules should, so far as possible, have been prevented from overpowering the type. This ad is hardly properly whited out, either. The lead or two between the two main display lines should have been removed and inserted above the first, and the same treatment would be the proper recommendation as pertaining to the second little squib, the second line of which, by the way, could just as well and better have been centered under the first, than so widely spaced to make both lines flush. Of course, the lowest panel is crowded, too, but this evidently could not have been avoided without having changed the matter therein to six point. The pages of the *Herald-Progress* show unmistakable evidences of prosperity. The typography is nice and the advertising support gratifying. The clean front page, the sane way of treating the mechanical makeup, the able editorial work, the bright, spicy news features, and the excellent press-work have all made their favorable "hit" with me. Oakes & Whitten are the publishers of this creditable sheet, with the latter gentleman as editor and manager. I trust he may become a regular contributor to these columns.

* * *

STARBUCK, MINN., July 21, 1909.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR MR. COPPER:—I sent you a copy of the *Times* of July 16th for your inspection. Some of the ads, I think are pretty good. Will you kindly tell me what you think of the appearance and make-up of the sheet?

I was until recently conducting the Letts (Iowa) *Record*, and have been contributing to your department several times.

Yours very truly,

FRED F. FLATE.

Well, now you see, my conscience does not hurt me so badly as it would otherwise have done, if I had done as I had a mind to and not have given a thorough review that appeared in last month's installment. I'm pleased to note that in later issues of this publication the front page ads have disappeared from the front page, but the hit-and-miss style before alluded to as in evidence in the other home-printed pages has not changed. I am sorry I cannot agree with Brother Flatt in his opinion of the ads in the *Times*. I wish, however, that conditions were such that I consistently could. The Starbuck *Times* is evidently a-hustling for news and business, and it is gratifying, indeed, that it is getting lots of both. Success to it and its makers.

* * *

LEWISTOWN, MONT., July 17, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am sending under separate cover sample of double-page ad set by Mr. Chas. R. Bebb, foreman of the *Fergus County Democrat*. Would appreciate any criticism that you may have to offer.

Thanking you in advance for the criticism, I am,

Sincerely yours, F. D. TALLMAN.

This advertisement of Brother Bebb's is a fine one. It has been very skillfully laid out and the compositor has shown great skill, too, in reducing it to type. I have but one adverse criticism to offer: There are too many and too great a variety of rules used both as cut-offs and underscores in this specimen. Almost any compositor, and particularly one with so much ability as Foreman Bebb, ought to be able to appreciate my reason for filing this complaint. A single glance at this is quite enough to reveal the deleterious effect of such an abundance of bold rule. Bold rules in any advertisement, unless subdued with plenty of white, have a direct tendency to overpower the type in the ad; in fact, it cannot help doing so, because that it is one continuous line, or black mass, whereas the type is broken with the little lines of white which must of a necessity

occur between the letters and the lines, resulting in various shades of gray masses, which in no case can possess the strength of the blacker rule masses. Now, if your advertising-writer is responsible for these underscores (and I have known just such cases) simply ask him which he desires to get before his readers, the thought expressed in his display lines, or the thought

THE REGAL SHOE
FOR MEN
THE WINDOW OF THE SOLE
LEWISTOWN'S MOST BEAUTIFUL
APRIL 1909 SPRING AND EASTER OPENING APRIL 1909
Next Thursday we Will Hold Our Annual Spring and Easter Opening, which Promises to be the Most Beautiful we Have Ever Held
Specials enumerated in the dry goods department only will hold good until Sat April 10
Musical Fiesta
DuBrock Waists
ARTISTIC SHOWING
PARISIAN MILLINERY
"HENDERSON"
Don't Be Blinded By Pretty Pictures
Royal Tailored Clothes
Cash Specials in Men's Wear
CASH GROCERY SPECIALS
APRIL FIRST ONLY
SILKS For EASTER Wear
1/4 SIZES
THE REGAL SHOE FOR THE MEN

No. 5

expressed in the underscore? If he chooses the latter, you are simply "up against it," and will have to keep right on giving him the underscores, according to directions. I don't wish to be taken as one of these extremists who insist upon no rule whatever; but I urge its use sparingly, sanely, cleanly and judiciously.

I also have a copy of the Fergus County (Lewiston, Mont.,) *Democrat*, under date of last May 25, being a special edition of twenty pages issued for the purpose of exploiting the "individual enterprises, the growth, development and possibilities of Fergus County." It

Hart's Annual Clothing Sale!
ONLY TWO MORE DAYS
We continue the offer of any suit of clothes in the store ranging regularly in prices $20, $22.50, $25 and $27.50, for the one price. Choice of the stock
$13.50
The sale includes hand tailored clothing made by Hart, Schaffner & Marx, Brandiger, Kincaid & Wood, A. B. Kirschbaum and Becker Mayer and comprise all the latest fabrics, colors, etc.
Sale of Men's Shoes Now in Force at Hart's
$3.75
Any pair of shoes in the house worth regularly $5.00, $6.00 and $6.50 to close out. All surplus stock is offered to you at the one price
$3.75
Oxfords and Shoes in a large variety, tans, blacks and patents in all lasts and sizes. Johnson Murphy, Diamond Special, Original Jefferson and Copeland Ryder are all included. Regular $5.00, $6.00 and $6.50 values. Choice of any shoe in the house at pair
THREE DOLLARS SEVENTY-FIVE
Snaps in Other Items That Demand Attention
Men's Fancy Vests at Half Price
Any fancy vest in the house, a beautiful assortment, on sale at
HALF PRICE
Silk Lisle Hose at Thirty-Five Cents
50c and 75c silk lisle thread hosiery in a splendid assortment, three pairs $1.00. Pair
THIRTY-FIVE CENTS
Extra Trousers at Half Price
Men's separate trousers, 500 pairs, all newest fabrics and patterns. Entire stock on sale at
HALF PRICE
Monarch Shirts in all weaves and sizes. Regular $1.25 value, choice of stock
NINETY-FIVE CENTS
Hart & Co
Clueett negligee shirts in all colors. All regular $1.50 quality, choice of stock at
ONE DOLLAR FIFTEEN

No. 6

was a very creditable and commendable effort, was this special edition. J. H. Loughran, a skilled special newspaper writer, traversed the county and compiled the contents; 5,000 copies were printed, 2,000 for the *Democrat's* regular list, the balance for outside circulation. Excellent editorial work, neat typography, and the best of presswork made this edition a veritable delight. Of course, this edition was replete with many long, able articles that I haven't had the inclination to enter into very deeply, and these were very attractively put up, with fancy heads and appropriate half-tone illustrations from photos. Withal the special was worthy of all praise that it must have elicited from contemporaries.

Besides this special number, I have still a copy of the regular edition of this enterprising sheet, which is quite as commendable in every respect as the special edition. The mechanical makeup is neat and well balanced, the head styles uniform and pleasing, the reportorial and editorial work first class, and the print excellent. I find nothing in this paper to contradict the

No. 7

A SECURITY that cannot be questioned, a LOCATION that is central, and a COURTESY AND ACCOMMODATION that is uniform, are offered you as a depositor in the Empire Bank and Trust Company
EMPIRE BANK & TRUST COMPANY.
LEWISTOWN, MONTANA

No. 8

opinion that it is a weekly production, although it may be issued at more frequent intervals. The dress is evidently linotyped and everything else about the sheet is similarly modern. The advertisements in this regular issue are not quite so burdened with superabundance of brass rules as those in the special, although there is too much in either. A good piece of work is that which I am reproducing as exhibit 6. It has the same fault, to be sure, as the other specimen from this publication, but fortunately the gigantic prices somewhat counteract the bold rules. Some of the neater specimens are being illustrated by exhibits 7 and 8.

* * *

SPOKANE, WASH., July 17, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Believing that a copy of the 25th anniversary number of the *Spokesman-Review* did not reach you, we take pleasure in mailing one today, under separate cover. This issue, of June 17th, was exhausted on the date of publication, despite the fact that tens of thousands of extra copies were printed, and, the demand for it continuing for four weeks, a second large edition was printed today.

Very truly yours,

THE SPOKESMAN-REVIEW,

W. H. Cowles, Publisher.

Special edition after special edition has been issued in modern years by the hustling, progressive newspapers of today, but it remained for the *Spokesman-Review*, that leader in all things pertaining to the craft in the great Northwest, to break all previous records

with the issuing of her immense ninety-two page "twenty-fifth anniversary special and guide to the land of health, wealth and opportunity," on the morning of June 17 last. Just think of it, dear reader, ninety-two pages—big seven-column pages—four mammoth sections, three of which are cram, jam full of facts, figures and fancies of the marvelous resources of Spokane and the great Inland Empire. Cut after cut crowd these spacious pages, some of them too large even for many of the presses in the offices of some of my readers, reaching clear across two pages, for instance. And column after column of reading matter—enough to keep the whole family delighted for a month or so. I cannot attempt to describe this great edition minutely—fact is, the job is worth more than a summer's wages, and I doubt if the space allotted to "Newspaper Criticisms" this month could contain such a description.

No. 9

A Five-Acre Apple Orchard
in Bearing Pays the Best of Any Form of Investment
Vera
The Spokane Suburban Irrigated District
Is the Ideal Location—
Soil the Richest—
All These Make Vera the One and Only Place for You
VERA
Lewis & Snyder
803 Sprague Ave. Spokane, Wash. Phone Main 1723

No. 10

No. 11

No. 12

The *Spokesman-Review* always was famous for its handsome typography, in which it has lead almost everything in its class for several years past, and you can imagine what a vehicle for the exploitation of this quality this grand special edition stood for. No one who contributed to the making of this immense edition acquitted themselves with more credit than the *Spokesman-Review's* ad-men. If you remember, it was in the ad alleys of this self same noted newspaper that E. W. Stutes, he of NATIONAL PRINTER-JOURNALIST connection, a few years ago, put the finishing touches to the high mark he made for himself in the printing-art world. Rather at random have I made a few selections from this edition for reproduction in this installment (Exhibits 9, 10, 11, 12.) These ads will doubtless bear me out in the presumption that, whereas Brother Stutes has long since left this noted office for greener fields of his own, there are still ad-men to take his place and do the work probably quite as well as he used to. Need I consume space to add that everything pertaining to the making of this great edition of the *Spokesman-Review* was just about perfect? You ought to know that (and to be candid with you, I'm declaring it here without taking much trouble to satisfy myself with a second look) for the fame of the *Spokesman-Review's* perfection is known wherever that paper is known at all. And why shouldn't it be perfect? I understand the best editors, the best reporters, the best machinists and operators, the best ad-men, the best pressmen, the best of every kind of men needed in the making of a great newspaper, are retained by the Review Publishing Company—and so, with abundant capital included, all that is left as a requisite for perfection in every department is the simple desire for it; and it must be said, as a closing compliment to the publisher of this fine big daily that he has evidently ever possessed this very commendable desire.

* * *

O. Byron Copper, De Soto, Wis.

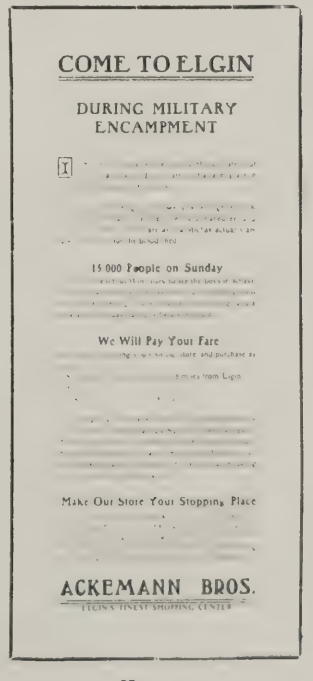
ELGIN, ILL., July 20, 1909.

DEAR SIR:—Enclosed find ad (as *"treated"* by five different papers), for review and criticism in your department of the N. P.-J. Which do you consider the best? I think this will be a new departure and prove of interest to your readers.

Very truly yours,

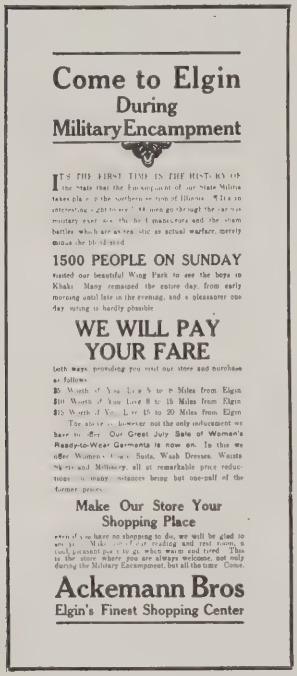
G. B. SNOW, JR.

Brother Snow's contribution does indeed make a departure of some novelty—an ad-setting contest in which the contestants probably did not consciously contest. As to design and display, the reader will observe, there is a great similarity between all five of these specimens, and between some of them the degree of superiority or inferiority is so slight as to make the task of judgement rather difficult. However, I have looked them over carefully and arranged them in the order of judged excellence. I have deemed No. 13 the best of all, unfortunately it is neither above adverse criticism. My chief objection is against the double rule inserted between the signature and address lines. With some


COME TO ELGIN
DURING MILITARY ENCAMPMENT
15 000 People on Sunday
We Will Pay Your Fare
Make Our Store Your Stopping Place
ACKEMANN BROS.

No. 13

compositors this is a common practice, but nevertheless a senseless one. Rules extending across a piece of work of any kind cannot convey any other significance than dividing, cutting off, or separating the two parts between which they occur, hence the absurdity of segregating the name of the firm from the address or slogan. This specimen, however, has been treated with feeling, well whited out and displayed with good taste. No. 14 is but a fraction of a degree inferior to its predecessor. In some respects it is better, especially as regards the treatment of the tail, though I doubt if the omission of the period after the abbreviation, "Bros.," were not an unlicensed act. The setting of the line, "We will pay your fare," in caps of so large a size is the feature that lowers this specimen in my estimation and gives it the coarse appearance that it would otherwise have escaped. The manner of the arrangement in the head is a trifle grotesque, perhaps, but not wholly displeasing. This compositor is to be commended for one thing which he did that all the others have neglected, namely, spelling out the lines under the above quoted display


Come to Elgin
During
Military Encampment

IT'S THE FIRST TIME IN THE HISTORY of the State that the encampment of our State Militia takes place in the northern section of Illinois. It's an interesting sight to see 5000 men go through the various military exercises, the field maneuvers and the sham battles, which are as realistic as actual warfare, merely minus the blood-shed

1500 PEOPLE ON SUNDAY

visited our beautiful Wing Park to see the boys in Khaki. Many remained the entire day, from early morning until late in the evening, and a pleasanter one day outing is hardly possible

WE WILL PAY YOUR FARE

both ways, providing you visit our store and purchase as follows:

$5 Worth if You Live 5 to 8 Miles from Elgin
$10 Worth if You Live 8 to 15 Miles from Elgin
$15 Worth if You Live 15 to 20 Miles from Elgin

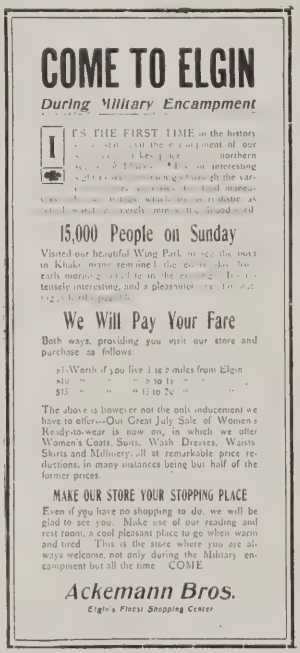
The above is, however, not the only inducement we have to offer. Our Great July Sale of Women's Ready-to-Wear Garments is now on. In this we offer Women's Coats, Suits, Wash Dresses, Waists, Skirts and Millinery, all at remarkable price reductions, in many instances being but one-half of the former prices.

Make Our Store Your Shopping Place

Even if you have no shopping to do, we will be glad to see you. Make use of our reading and rest room, a cool pleasant place to go when warm and tired. This is the store where you are always welcome, not only during the Military Encampment, but all the time. Come.

Ackemann Bros
Elgin's Finest Shopping Center

No. 14


COME TO ELGIN

During Military Encampment

IT'S THE FIRST TIME in the history of the State that the encampment of our State Militia takes place in the northern section of Illinois. It's an interesting sight to see 5000 men go through the various military exercises, the field maneuvers and the sham battles, which are as realistic as actual warfare, merely minus the blood-shed

15,000 People on Sunday

Visited our beautiful Wing Park to see the boys in Khaki. Many remained the entire day, from early morning until late in the evening, and a pleasanter one day outing is hardly possible

We Will Pay Your Fare

Both ways, providing you visit our store and purchase as follows:

$5 Worth if you live 5 to 8 miles from Elgin
$10 " " " 8 to 15 " " "
$15 " " " 15 to 20 " " "

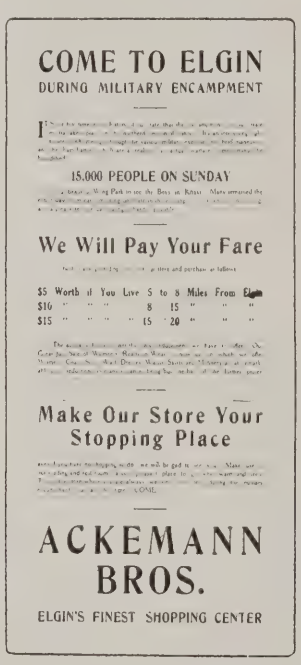
The above is however not the only inducement we have to offer—Our Great July Sale of Women's Ready-to-wear is now on, in which we offer Women's Coats, Suits, Wash Dresses, Waists Skirts and Millinery, all at remarkable price reductions, in many instances being but half of the former prices.

MAKE OUR STORE YOUR STOPPING PLACE

Even if you have no shopping to do, we will be glad to see you. Make use of our reading and rest room, a cool pleasant place to go when warm and tired. This is the store where you are always welcome, not only during the Military encampment but all the time COME

Ackemann Bros.
Elgin's Finest Shopping Center

No. 15


COME TO ELGIN

DURING MILITARY ENCAMPMENT

IT'S THE FIRST TIME in the history of the State that the encampment of our State Militia takes place in the northern section of Illinois. It's an interesting sight to see 5000 men go through the various military exercises, the field maneuvers and the sham battles, which are as realistic as actual warfare, merely minus the blood-shed

15,000 PEOPLE ON SUNDAY

visited our beautiful Wing Park to see the Boys in Khaki. Many remained the entire day, from early morning until late in the evening, and a pleasanter one day outing is hardly possible

We Will Pay Your Fare

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$5 Worth if You Live 5 to 8 Miles From Elgin
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The above is, however, not the only inducement we have to offer. Our Great July Sale of Women's Ready-to-wear is now on, in which we offer Women's Coats, Suits, Wash Dresses, Waists, Skirts and Millinery, all at remarkable price reductions, in many instances being but half of the former prices.

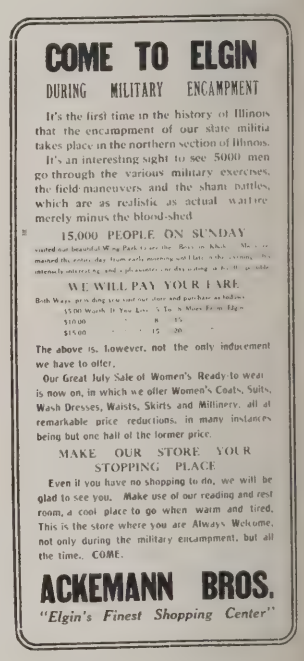
Make Our Store Your Stopping Place

Even if you have no shopping to do, we will be glad to see you. Make use of our reading and rest room, a cool pleasant place to go when warm and tired. This is the store where you are always welcome, not only during the Military encampment, but all the time. COME.

ACKEMANN BROS.

ELGIN'S FINEST SHOPPING CENTER

No. 16


COME TO ELGIN

DURING MILITARY ENCAMPMENT

It's the first time in the history of Illinois that the encampment of our state militia takes place in the northern section of Illinois.

It's an interesting sight to see 5000 men go through the various military exercises, the field maneuvers and the sham battles, which are as realistic as actual warfare merely minus the blood-shed

15,000 PEOPLE ON SUNDAY

visited our beautiful Wing Park to see the Boys in Khaki. Many remained the entire day, from early morning until late in the evening, and a pleasanter one day outing is hardly possible

WE WILL PAY YOUR FARE

Both ways, providing you visit our store and purchase as follows:

$5.00 Worth if You Live 5 To 8 Miles From Elgin
$10.00 " " 8 15 " " "
$15.00 " " 15 20 " " "

The above is, however, not the only inducement we have to offer.

Our Great July Sale of Women's Ready to wear is now on, in which we offer Women's Coats, Suits, Wash Dresses, Waists, Skirts and Millinery, all at remarkable price reductions, in many instances being but one half of the former price.

MAKE OUR STORE YOUR STOPPING PLACE

Even if you have no shopping to do, we will be glad to see you. Make use of our reading and rest room, a cool place to go when warm and tired. This is the store where you are Always Welcome, not only during the military encampment, but all the time. COME.

ACKEMANN BROS.
"Elgin's Finest Shopping Center"

No. 17

line, instead of dittoing. In No. 15 the compositor attained perfection in his head and tail, or nearly so, and it is only in regard to typography that this specimen falls inferior to the preceding ones. He maintained a fine eminence of simplicity throughout his work, with the exception of the contrived initial, which is a little too "foxy" to harmonize fully with the simplicity conspicuous in the rest of the design. In exhibit 16 the compositor started out just right, but before he got to the bottom of this ad, apparently, he fell into the error of using too big faces in order to fill up the space. Here, too, the dittoing of the matter referred to above becomes especially obnoxious and noticeable inasmuch as this matter has been treated as secondary display. To have spelled every word out would have done a world of improvement in this specimen. The signature is entirely too large, overpowering everything else in the ad. Exhibit 17's simplicity is its redeeming quality. There is too great a variety of type faces in evidence, however, and the whole thing is conspicuously monotonous, due to a lack of sufficient contrast between the display lines and the body. My preference in setting this copy would be something like Nos. 13 and 14 as to treatment of the body, with an initial like that in the second specimen (only alligned at the top) and the list of fares spelled out as intimated. The internal display lines like those in the first specimen are all right; but the head I should have endeavored to fashion like this:

COME TO ELGIN
DURING MILITARY
ENCAMPMENT

the last line, you will observe, letter-spaced, and all three lines flush. And the tail I would have set to match the head, something like this:

Elgin's Finest Shopping Center
ACKEMANN BROS.

divided, as you will note, from the body of the ad by a rule similar to that following the head, which should be the same as that employed in specimen 13. I sincerely thank Brother Snow for having favored me with these ads, and hope that they have inspired something at least as payment for his trouble.

* * *

BERESFORD, S. D., June 25, 1909.

Mr. Copper.

DEAR SIR:—Enclosed I hand you one of our circulars, which happens to be more for job work than for the paper, which is your department, but we would like to ask if you have any suggestions. The corners of the job failed to match as well as we wished, and the selection of type for the signature is somewhat old style, but we selected it because of a similarity between it and the heading of the *Republic*.

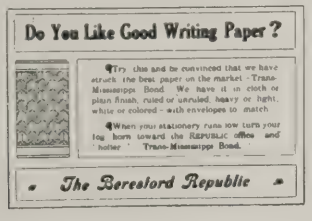
I assure you that your department in the NATIONAL PRINTER-JOURNALIST is read with interest by both my force and myself, and we endeavor to profit by it.

Yours with best wishes,

H. A. STURGES.

Brother Sturges' circular is being reproduced as exhibit 18. It is a very neat, pretty piece of printing. The original is in two colors, the two display lines and the paragraph marks being in a good, deep red, with the remainder in dark green. I should have preferred

having the line in the last panel fuller, which could have been accomplished readily by changing it to read, "The Republic, Beresford, S. D.," or something like that. I'll admit that going into the discussion of job printing is rather out of the province of this department, but, since I am a country newspaper man, which means a job-printer, too, and many of my readers are ditto, I may be allowed the license to continue briefly: I was going to suggest that by using a different color scheme, a more pleasing effect might have resulted. I know for years I made the common error of always choosing two strong colors for every two-color job I got, and I was never fully satisfied with the result. At length I was induced to try running the less important portion of the job in a tint, say buff, for instance, and the more important portion of the job in a color, say black, blue, brown or green—something that will harmonize and yet give strength to the display. In this job of Brother Sturges', all of the rule and ornamental work would have gone in the tint, of course, with the type matter all in the darker shade. This color printing is a most interesting phase of the calling and one that requires the truest sense of art. I have a letter head printed in six distinct colors and tints, which I defy anyone to say is


Do You Like Good Writing Paper?
¶Try this and be convinced that we have struck the best paper on the market - Trans-Mississippi Bond. We have it in cloth or plain finish, ruled or unruled, heavy or light, white or colored - with envelopes to match.
¶When your stationery runs low turn your log horn toward the REPUBLIC office and holler "Trans-Mississippi Bond."
The Beresford Republic

No. 18

more loud than the ordinary two-color harmony jobs. I think I have written Brother Sturges on one of these letter heads. The colors employed are silver, gold, blue, brown, red and light blue tint, all on maize stock. Brown predominates in the two chief display lines, with only a hair-line touch of red, which even then is a trifle detrimental or defeating to my intention of keeping the design subdued. The presswork on this circular from Brother Sturges is not excellent, that's true, but the idea for advertising the jobbing department was commendable. The job was printed criss-cross on a sheet of Trans-Mississippi Bond the size of note paper. More printers ought to be more persistent and regular in such advertising, both of their paper and their jobbing department. We ought to give up that feeling that we are too busy to attend to our own advertising, but we ought to realize, just as the big stores, and small ones, too, realize, that publicity is half the business.

* * *

JULY 20, 1909.

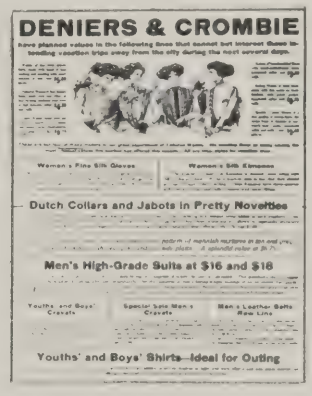
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you today a marked copy of *The Barnhart Flyer*, showing the first page, third column. We have reproduced what you say in the NATIONAL PRINTER-JOURNALIST. These discussions are good for all concerned, and we thank you for what you have done to bring the matter out. Yours truly,

BARNHART BROS & SPINDLER.

Messrs. Barnhart Bros. & Spindler are entirely welcome, I assure you, to anything that I may have said in helping bring out the objects of the *Flyer*. I have said just what I have pleased, and I am satisfied if it pleased them, too. The July edition of the *Flyer* is quite as pleasing as the last. This time the paper is one exquisite study in Gothics. There couldn't be a better demonstration of the contention which I have been making now for about a decade in favor of a single series of type for each newspaper. Every newspaper publisher ought to take *The Barnhart Flyer* and study its pages seriously and earnestly. After several hours of this sort of thing he ought to hand it to his foreman, and after the foreman has studied it carefully, it should be passed on to the next man in order, and so on down the line to the "devil" himself. After the devil has "soaked" up as much as possible out of the excellent lesson that emanates from the pages of this perfect sheet, it should be carefully and securely posted in a conspicuous place in the composing room, where it can be consulted at all times by compositor, imposer and pressman. You remember what I've said lots of times in these columns concerning Gothics: They're a dangerous—an extremely dangerous letter to place in the hands of a novice—only a finished artist is worthy to set Gothics. Unlike some of the later old style faces so popular today, one cannot throw Gothics together "any old way" and hope to view something pretty to look at in the proof—they've got to be handled carefully, discriminately, and with ever a view to sufficient reservation of white. Another important consideration to be constantly borne in mind is harmony of border

No. 19


DENIERS & CROMBIE
Dutch Collars and Jabots in Pretty Novelties
Men's High-Grade Suits at $16 and $18
Youths' and Boys' Shirts—Ideal for Outing

No. 20

and ornamentation. Choose every accessory of a Gothic style, if you choose Gothic type, and, other things being equal, you'll come out all right. Now it is evident to me that the man Barnhart's are having set their ads in the *Flyer* is a past-master in the calling. He knows pretty near what he's doing. If you doubt, take a look at the accompanying exhibits, Nos. 19 and 20. Doesn't it look like this compositor is worthy to set Gothic? Study these ads in the *Flyer*, dearie, for they are simply perfection as pertains to detail. In the first exhibit I feel like suggesting that the compositor should have been allowed more space. The ad was wide enough, but hardly deep enough to admit of sufficient white between masses. And in the second exhibit, I wonder if that Italic squib in the panel is just exactly Gothic? Of course, I fully appreciate that Messrs. Deniers & Crombie wished that little item about the women's tailored suits to stand out different and distinct in there where it is, surrounded by all those men's apparel, and other contrasting stuff, but I still think the compositor ought to have stuck to his Gothics. Why not a slant Gothic? Surely Barnhart's have them.

* * *

SPRECKELS, CAL., July 10, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of the *Courier*, which I shall be glad to have you look over. I shall appreciate any suggestions you may have to offer. The paper is printed one page at a time on a half-medium job press, and in the usual rush, as we have a rather large

job printing business which takes up most of our time. I find your comments in the National Printer-Journalist very helpful. Yours fraternally,

Rudolph A. Wilson.

Brother Wilson's sheet is a five-column quarto on ready-prints. I am indeed sorry that it is thought impracticable to maintain a clean front page, but I am likewise pleased to note the many other ways in which there is an apparent evidence of endeavor to follow out the instructions of this department pertaining to mechanical makeup. The ads are all corralled on the right hand sides of the pages, at any rate, as they should be. The neat method of opening every alternate front page column with a double deck head is commendable, as it gives that page an attractive, well-balanced aspect. After reading the advertisement of the Spreckles Improvement Club on the last page of this little paper, I got the opinion somehow that the Spreckles *Courier* was hardly up to scratch. Such a good town as that ought to have—I'm not going to say a bigger paper, for a paper don't necessarily have to be big to be good—but a better paper, one with less plate in it and more local news, less cheap foreign advertising electrotypes and more local news stories, less dashes and slugs and dead-head space fillers and more news-letters from surrounding points in the paper's field. You may think I am a heartless wretch, brother, to shoot it at you thus so strong, but I positively cannot do you fellows much good unless I treat you with perfect candor. Whoever sets the ads in this little sheet has a high and proper regard for white space, and I dare say the results would be far better were it not for the hurried conditions under which they are composed. Brother Wilson gets his double deck heads set after a pretty commendable style, and his "Number 1's" are passably neat, too, only in the latter the monkey-dash between the head-line and the article following is superfluous and distasteful. The editorial work has a simplicity about it that is charming, and inspires a feeling of confidence and fellowship. The print is first rate.

* * *

Herald-News Office,
July 29, 1909.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you under separate cover a copy of the Edmore *Herald-News,* on which paper I am doing the mechanical work. The ad type equipment here consists of a series of DeVinne, a series of Jenson and one of Condensed Gothic.

Any criticisms that you may offer, and any suggestions, will be thoroughly appreciated. Yours truly,

R. A. Qualey.

I very sincerely regret that I am unable to find anything about the mechanical features of the Edmore *Herald-News* which I can consistently praise with enthusiasm. The first thing to be deplored is the fact that the first page is littered with displayed advertising matter; I know the paper is much crowded with ads, but by systematic arrangement and the elimination of the D. H. stuff, that occupies the advertising columns of so many country publications, I believe the front page could be entirely cleared. I would rather have but a single column of reading matter on each of my other pages, than have to be compelled to father a front page like this one on this North Dakota paper. The advertisement composition is mediocre. The impression a trifle rough, but entirely readable. The news-service and editorial work are good, there being an especially good, sound editorial department. One of these editorials mentions some measley usage tendered the "boys" of the North Dakota state press at the state fair this year, by the management of the latter institution. It seems that the fair had been liberally advertised by the several papers with the anticipation of free admission to the fair grounds and grand stand during all days of the tournament; but on "Dan Patch Day," passes were refused, and at all times it required considerable nerve and diplomacy on the part of the state's editors to secure grand stand courtesies. After reviewing the circumstances, Editor E. M. Crary says:

"The proper way to do is to get pay for your advertising and then pay your way into the fair grounds," to which I can freely affix my complete approbation. And this does not apply alone to fairs, but to everything else for which the newspaper publisher may be called upon to give publicity. Let other people pay us for what they get from us, and we'll find less difficulty in paying our way as we go. I have known editors who believed that the local merchants would give them a more liberal patronage if they did business on this system, but I never thought so, and have practically proved by experience that the merchant feels a whole lot better when the editor hands him a crisp five-dollar bill, or a personal check, for goods purchased on the spot, than he does when the editor gathers up his purchase and says rather sheepishly, "Well, Mr. Blank, you may charge this." The merchant under the exchange system grows to feel that he's giving the publisher the goods, loses interest in his advertising, or looks upon it more or less as a matter of charity toward the editor and the town. Trading or exchange of commodities is intended for the savage, who has no appreciation of a medium of commerce; but for the modern civilized editor, who knows and needs money, it is out of date. And just another thought before I close: I have noticed that when the exchange method is adopted, the merchant is less prone to become so liberal with his patronage of the newspaper as the publisher is prone to grow extravagant in his patronage of the store, so that when settling up day comes round, there is usually a balance in the merchant's favor, which is less likely to be the case when both parties are paying cash for what they get from each other.

* * *

Bartersville, Okla., July 19, 1909.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Possibly you remember my sending you a copy of my paper, the Ochelata *Progress,* some months ago. I have leased it since, and would like your opinion on it, under the new editor. I am sending a copy under separate cover. I take the N. P.-J., regularly from a local newsdealer and enjoy your department very much, as I get so many new ideas from it. J. T. May.

Not Fred F. Flatt—but Fred F. Mayfield is the new editor to which my correspondent has referred above, and I cannot see that he has succeeded in inaugurating much improvement in this unfortunate sheet, over conditions as I remember them under Brother May's management. The impression is frightfully bad and the makeup is little better. Doubtless the first cannot be helped, but surely there is little excuse for the latter, since there is hardly an installment of this department of the National Printer-Journalist in which full instructions for correct mechanical makeup is not offered in detail. And as to the composition of advertisements, it is impossible in the course of a single criticism of a whole newspaper to explicitly point remedies for each error, but the compositor on this sheet is sadly in need of such a course of instruction, and I am sorry it is not practical for me to offer such a course at this time. It is sad but true that good advertisement composition is a part of the trade that many and many a printer never masters—and it is sadly evident that the

Progress ad-man has not yet done so, either. He ought to study very carefully every piece of high grade composition that comes his way and endeavor always to incorporate a good idea into his own work. Now, to be sure, I can see how limited material for ad work is on this sheet, but nonetheless is the work a credit to the little amount of type that is available.

* * *

SEATTLE, WASH., July 16, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have read with interest your Newspaper Criticisms, in the NATIONAL PRINTER-JOURNALIST, and mail you under separate cover this week's *Trade Register* and would appreciate your comments thereon.

Respectfully yours,
THE TRADE REGISTER, INC.

In its class, it is my opinion that *The Trade Register* is just about all right. It seems to cover its avowed field and purpose thoroughly and creditably. Its editorial department is good—brief, terse, but broad enough in thought and subject. The special articles are all appropriate and able. Mechanically I can find nothing seriously wrong. Impression is good, makeup neat and proper, and the advertisement composition generally plain, simple and well whited out.

* * *

GARLAND, TEXAS, July 13, 1909.

DEAR SIR:—I notice your reference to samples of *News* sent you in July N. P.-J., and hasten to apologize. The "boy" inadvertently wrapped a bundle of papers I had used in checking the advertising. Under separate cover am sending you more copies. The office was practically out of material when I bought it four years ago, and have been adding as I could afford to, to the mechanical department. Garland is a town of 1,000 inhabitants, and while I realize that the paper has many deficiencies in make-up and matter, yet the people appear to like it and the merchants say their ads pay them. Have 1,500 circulation, mostly paid in advance. Any suggestions you feel inclined to offer or criticisms to make, will be appreciated. Respectfully,

W. A. HOLFORD, *Pub.*

This letter from Brother Holford was evidently penned shortly after the appearance of the July N. P.-J., and before the August number was out. I do not wonder that Editor Holford's readers seem to like the *News*, for it is a mighty big paper and each issue holds an abundance of good, wholesome reading matter. I should enjoy seeing this sheet made up once according to Hoyle, however. In so large a paper it would be a comparatively easy matter to give each advertiser a position next to pure reading matter, and then with such an excellent print, ads so well set, and contents so generally excellent, the Garland *News* would be hard to beat.

* * *

August 3, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I am here in Minneapolis, working as a reporter on the *Journal*, as much for what I can learn as for what I can earn. I felt that a year or two of city work would be a good thing for me, and when an opportunity presented to sell the *Chronotype*, I promptly availed myself of it.

I write to thank you for what you have said in recent numbers of the NATIONAL PRINTER-JOURNALIST about my position while at Neche. It was more than compensation, to have the newspaper boys rally to my support as they did, for what I was up against there.

Homer Fadden is running the *Chronotype*, and running it well, but as yet he has succeeded in getting no more advertising than I had when I left. He is a good boy, and bright, and whether he makes money in Neche or not will make no difference in the shaping of his career; he will get there any way. I am glad to see the encouraging interest that you are taking in his work. He was working with a woeful lack of good material at Morris.

While there is much that is strange and new about the city work, I find that a city is only a big town, after all, and that the same rules apply to the newspaper game here as at Neche.

I wish you continued success. Some day I hope to have another country newspaper to send you, marked for criticism.

Very truly yours, REX H. LAMPMAN.

Inasmuch as I told you the beginning of this story about Rex. H. Lampman, it doesn't look as though it would be just the fair thing to withold the closing chapters, as disclosed in the foregoing letter—that's why I present it to you. And Brother Lampman's retreat from Neche doesn't prove him a poor fighter at all—nor does it prove a victory for those boycotting business men of Neche! I'm glad for Rex that he's out of the place—glad that he's beginning as all real literary geniuses should, on the reportial staff of city papers. Don't think I've grown facetious at all—I mean it. If you doubt me, just read this little poem clipped from the editorial page of last Sunday's Minneapolis *Journal:*

NOT VAIN.

Life is not vain. The rose that blows
  Sequestered and unseen,
Upon the wind its perfume throws—
  Perhaps 'twill steal between
Some lattice where a sick one lies,
And bring back memories of blue skies,
  Bright brooks and fields of green.

Life is not vain. The rose will fade
  And die and turn to mold;
But from the dust where it decayed
  New roses will unfold,
As full and fair as ever grew,
Kissed by sweet winds as ever blew,
  With fragrance yet untold.

—*Rex Lampman.*

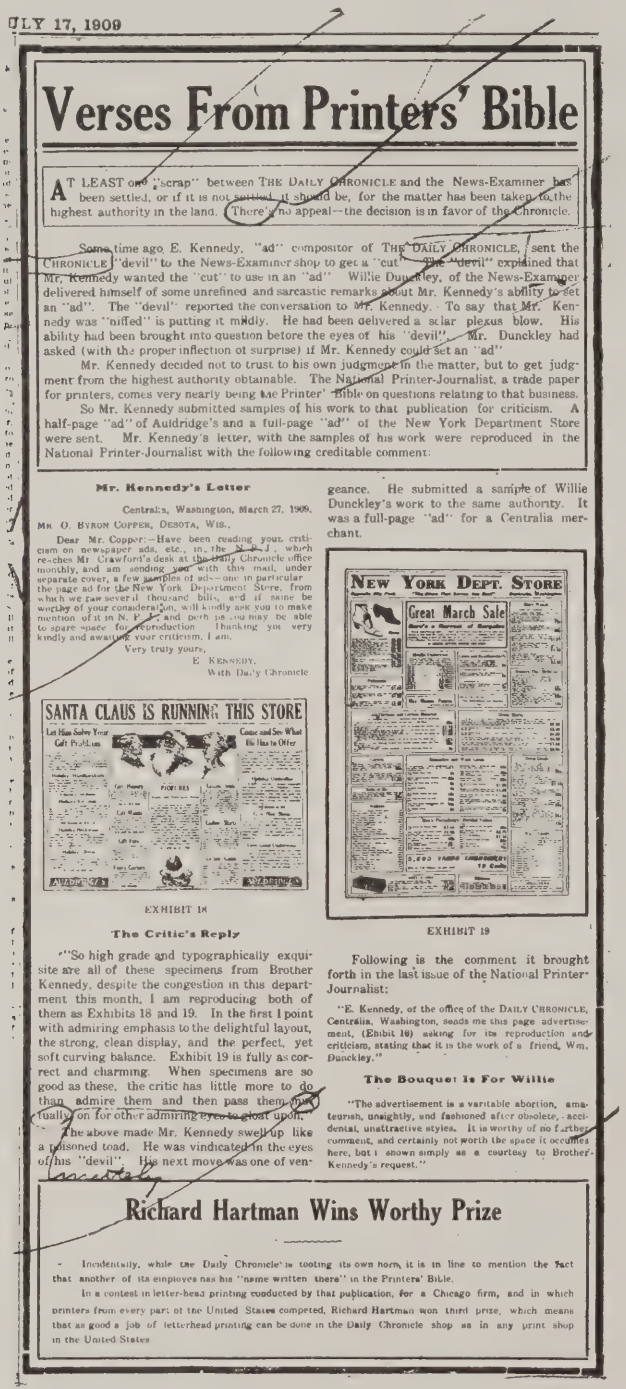
Minneapolis, July 31.

Did you ever read any thing sweeter even from the pen of Clinton Scollard? Do you wonder that I call one who can write in veins of such delicate tints and shades of the imagination a genius? Even though he lives in an age when those who can appreciate a mental morsel like this are limited, the world being blinded in its mad rush for wealth, yet I am sure that genius cannot be smothered, but will come into its own in time. I am glad that the Neche *Chronotype* has passed into good hands and the hands of a friend of mine. The last issue under Editor Lampman's management was dated July 10. He bid his field farwell without any bitterness rising to the surface, without any allusion to his enemies—it was all as if everything was pleasantest. So Albert E. Code of Morris, Manitoba, is the new owner of the *Chronotype*, with R. H. Fadden as managing editor—and it is a strange co-incidence that Mr. Fadden begun his work with the first issue of the thirteenth volume. He hopes that others will refrain from any undue joking about proverbial "unlucky thirteen" and so I desist. Good luck to the *Chronotype* and its new editor and publisher—I'm not in the least superstitious.

* * *

If you can read the printed part of reproduction 21, you will get the whole story of a "newspaper scrap" that has been going on at Centralia, Wash., between the offices—or rather the foreman of the offices of the Centralia, Washington Daily *Chronicle* and *News-Examiner*. I have unconsciously been made the instrument that won the fight for the *Chronicle*, who here gives the story of the victory so neatly—but alas! the *News-Examiner* foreman, Mr. Dunkley, has evidently come back at his enemies by sending me (as I guess) this copy of the report of the victory as heralded by the *Chronicle*, with all the reproduction. What a shame

that Mr. Kennedy, who is the *Chronicle's* foreman, was so careless as to run this otherwise creditable advertisement of his own superior ability without first having carefully and thoroughly read and corrected it! And what a greater shame that two printing offices should entertain such petty quarrels and differences! Bury the hatchet, brothers, and bring your troubles to this



JLY 17, 1909

Verses From Printers' Bible

AT LEAST one "scrap" between THE DAILY CHRONICLE and the News-Examiner has been settled, or if it is not settled it should be, for the matter has been taken to the highest authority in the land. There's no appeal—the decision is in favor of the Chronicle.

Some time ago E. Kennedy, "ad" compositor of THE DAILY CHRONICLE, sent the CHRONICLE "devil" to the News-Examiner shop to get a "cut." The "devil" explained that Mr. Kennedy wanted the "cut" to use in an "ad." Willie Dunckley, of the News-Examiner, delivered himself of some unrefined and sarcastic remarks about Mr. Kennedy's ability to set an "ad". The "devil" reported the conversation to Mr. Kennedy. To say that Mr. Kennedy was "miffed" is putting it mildly. He had been delivered a solar plexus blow. His ability had been brought into question before the eyes of his "devil". Mr. Dunckley had asked (with the proper inflection of surprise) if Mr. Kennedy could set an "ad"

Mr. Kennedy decided not to trust to his own judgment in the matter, but to get judgment from the highest authority obtainable. The National Printer-Journalist, a trade paper for printers, comes very nearly being the Printer' Bible on questions relating to that business.

So Mr. Kennedy submitted samples of his work to that publication for criticism. A half-page "ad" of Auldridge's and a full-page "ad" of the New York Department Store were sent. Mr. Kennedy's letter, with the samples of his work were reproduced in the National Printer-Journalist with the following creditable comment:

Mr. Kennedy's Letter

Centralia, Washington, March 27, 1909.

MR O. BYRON COPPER, DESOTA, WIS.,

Dear Mr. Copper:—Have been reading your criticism on newspaper ads, etc., in the N. P. J., which re-ches Mr Crawford's desk at the Daily Chronicle office monthly, and am sending you with this mail, under separate cover, a few samples of ads—one in particular the page ad for the New York Department Store, from which we saw several thousand bills, and if same be worthy of your consideration, will kindly ask you to make mention of it in N. P. J. and perh ps you may be able to spare space for reproduction. Thanking you very kindly and awaiting your criticism, I am,

Very truly yours,

E KENNEDY,
With Daily Chronicle

EXHIBIT 18

The Critic's Reply

"So high grade and typographically exquisite are all of these specimens from Brother Kennedy, despite the congestion in this department this month, I am reproducing both of them as Exhibits 18 and 19. In the first I point with admiring emphasis to the delightful layout, the strong, clean display, and the perfect, yet soft curving balance. Exhibit 19 is fully as correct and charming. When specimens are so good as these, the critic has little more to do than admire them and then pass them mutually on for other admiring eyes to gloat upon."

The above made Mr. Kennedy swell up like a poisoned toad. He was vindicated in the eyes of his "devil". His next move was one of vengeance. He submitted a sample of Willie Dunckley's work to the same authority. It was a full-page "ad" for a Centralia merchant.

EXHIBIT 19

Following is the comment it brought forth in the last issue of the National Printer-Journalist:

"E. Kennedy, of the office of the DAILY CHRONICLE, Centralia, Washington, sends me this page advertisement, (Exhibit 19) asking for its reproduction and criticism, stating that it is the work of a friend, Wm. Dunckley."

The Bouquet Is For Willie

"The advertisement is a veritable abortion, amateurish, unsightly, and fashioned after obsolete, accidental, unattractive styles. It is worthy of no further comment, and certainly not worth the space it occupies here, but I shown simply as a courtesy to Brother Kennedy's request."

Richard Hartman Wins Worthy Prize

Incidentally, while the Daily Chronicle is tooting its own horn, it is in line to mention the fact that another of its employes has his "name written there" in the Printers' Bible.

In a contest in letter-head printing conducted by that publication, for a Chicago firm, and in which printers from every part of the United States competed, Richard Hartman won third prize, which means that as good a job of letterhead printing can be done in the Daily Chronicle shop as in any print shop in the United States

No. 21

department not with vengeance in your hearts, but with a feeling of fellowship and mutual helpfulness—and I'll make it my duty to help you over the rough places in every way possible.

* * *

The receipt of a copy of the *Teton Peak-Chronicle*, of St. Anthony, Idaho, appraises me of the fact that my old-time friend and neighbor, Herbert J. Metcalf, has transferred his able editorial pen from the paper mentioned in these columns a few months ago to this publication, which is a very bright, enterprising sheet, with every mark of prosperity in its pages. Brother Metcalf is "doing himself proud" in his editorial work on the *Peak-Chronicle*. He fills up some five or more columns in this issue with some very good "dope." There's lots of level headed prose on some hundred different subjects, but here is one of Metcalf's quaint, Riley-like effusions in verse, that was most appropriate to the time—June 17:

FISHIN' FEVER.

Like to drop my work an' go to a fishin' hole I know;
Rec'on I would miss my guess, if I couldn't catch a mess;
Pears tu they ought to bite—sun an' sky an' air seems right;
If I jest could have my pick, I'd be down along the creek.
Like tu drop my work an' go tu a fishin' hole I know;
Like tu go an' fish jes' the hule endurin' day;
Like tu fish away an' hear water singing in my ear;
An' I'd go, I calcilate, wuzzen't jest fer diggin' bait.

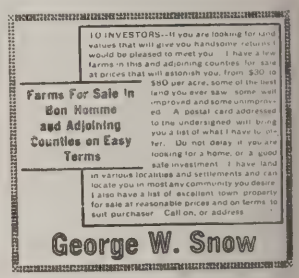
—*H. M. J.*

Brother Metcalf is doubtless one more of that unfortunate class of geniuses who is living either too late or too soon to get his just dues at the hand of the world—in between ages when poets and poems have been, or will be, fully appreciated. There was a time—and there may come a time—when men who can see and commit the melodies of life to paper as neatly as can the subject of this paragraph will be "carried around on a clean plate."

* * *

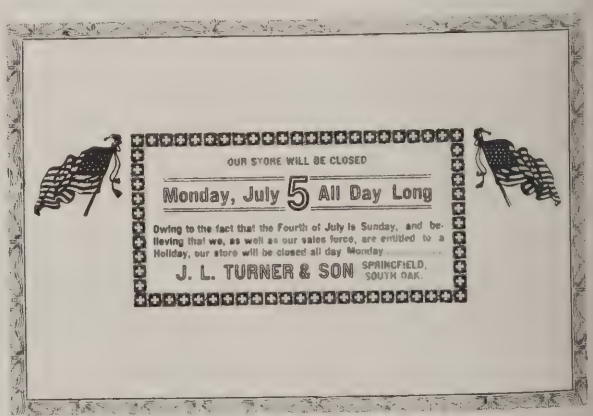
I have copies of the Springfield, S. D., *Times*, which on inspection have merited both praise and censure. The ad-man (I am moved to jump right into this sub-

No. 22


TO INVESTORS—If you are looking for land values that will give you handsome returns I would be pleased to meet you. I have a few farms in this and adjoining counties for sale at prices that will astonish you, from $30 to $60 per acre, some of the best land you ever saw, some well improved and some unimproved. A postal card addressed to the undersigned will bring you a list of what I have to offer. Do not delay if you are looking for a home, or a good sale investment. I have land in various localities and settlements and can locate you in most any community you desire. I also have a list of excellent town property for sale at reasonable prices and on terms to suit purchaser. Call on, or address
Farms For Sale In Bon Homme and Adjoining Counties on Easy Terms
George W. Snow

No. 23

ject first, because the ads on the front page are the first things that greet me) on this publication is a skillful fellow, possessing a dash and daring in his work that


OUR STORE WILL BE CLOSED
Monday, July 5 All Day Long
Owing to the fact that the Fourth of July is Sunday, and believing that we, as well as our sales force, are entitled to a Holiday, our store will be closed all day Monday.
J. L. TURNER & SON SPRINGFIELD, SOUTH DAK.

No. 24

is seldom surpassed. He's just a trifle too bold with his display, a trifle too liberal with his rules and a trifle sparing with white margins. He has great ideas, however, as regards design. Exhibits 22 and 23 are speci-

mens of his better efforts. There is originality in this work. But I have ceased to entertain the least admiration for such ornate borders as predominate in the advertising columns of this paper. True, I am using just such borders in my own paper—but they are to be displaced by plainer designs before snow flies—I prefer plain rules. The *Times* isn't the least correct in me-

Semi-Annual Clearance Sale
Sale Begins SATURDAY JANUARY 23rd And Ends SATURDAY JANUARY 30th
WOMEN'S OUTING GOWNS
The close of a very successful season leaves us with a great many odds and ends on our shelves, we want to clean them up. Spring goods are beginning to arrive, therefore winter merchandise must be sold at once, hence this sale. This advertisement tells you a plain price story, without embellishments or exaggerations of any kind. Wherever possible, we give you a short description of the article sold at special price, depending, however, on the prices mentioned herein to convince you that it will be to your interest to attend this Great Semi-Annual Clearing Sale
WARM FLEECED WRAPPERS
EXTRAORDINARY OFFER IN MEN'S HEAVY WINTER COATS
Read These Prices
A FEW SPECIALS
From Our Grocery Department
WOMEN'S STYLISH COATS AT SPECIAL CLEARANCE PRICES:
Special 5c
Special 7½c
Special 5
Special 33
Special 19
Special 9
Special 18
Special 3 cts
Special 1c
Sensational Offer of...
Heavy Overshoes
Men's Heavy Overshoes
50 Pairs Misses' and Children's Overshoes at less than Half Price
SHIRT WAIST BARGAINS
For the sake of convenience we have divided our waists in three lots.
Lot 1 98c
Lot 2 1.39
Lot 3 2.39
Special Prices on all Net and Silk Waists
Prices On
Winter Underwear
That will Appeal to You
Special Prices on all Boy's and Children's Underwear
Furs
Mittens
Outing Flannel
Men's Winter Overshirts
Fascinators
TURNER & SON
SPRINGFIELD, SO. DAK.
THE HOUSE OF QUALITY

No. 25

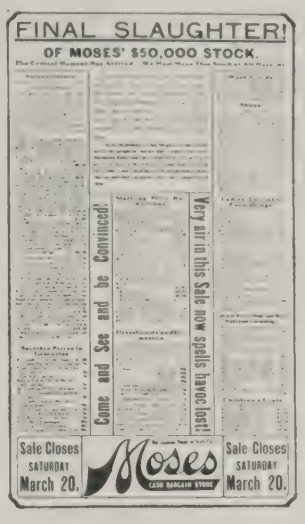
chanical makeup, but it is a very well patronized sheet, evidently linotyped, well edited, and in many ways indicative of prosperity and progress. I just now ran across these two ads as I was leaving the subject of this contribution, and have deemed them so excellent and free from the several faults mentioned above that I cannot forego showing them also. (Exhibits 24 and 25). Both are very neatly and carefully handled.

* * *

The News of Summerville, Georgia, is another publication that I believe was given proper notice in these columns not many months back, but it is quite worthy of additional mention. It comes very near having a clean front page, maintains modest styles of typography, has a new linotype machine, gets up its ads in pretty fair shape, carries a good impression, gives its readers an abundance of local news, all of which is written up well, and maintains an able editorial column. With so many creditable features the Summerville *News'* future success looks like a certainty.

* * *

I seldom meet with a paper that comes as nearly subscribing to the recommendations of this department in every particular by actual practice as does the *Independent* of Jordan, Scott county, Minnesota. It maintains an ideally clean front page, made up with commendable care and taste; makes the rest of its home-printed pages up almost exactly as I am always tirelessly preaching that they should be; segregates its business locals from its local news items, sets its ads neatly, gets a good print throughout and does everything just right. This includes the editorial work, which both in point of news stories and editorials proper, is high class. Another highly praiseworthy feature in the *Indepen-*

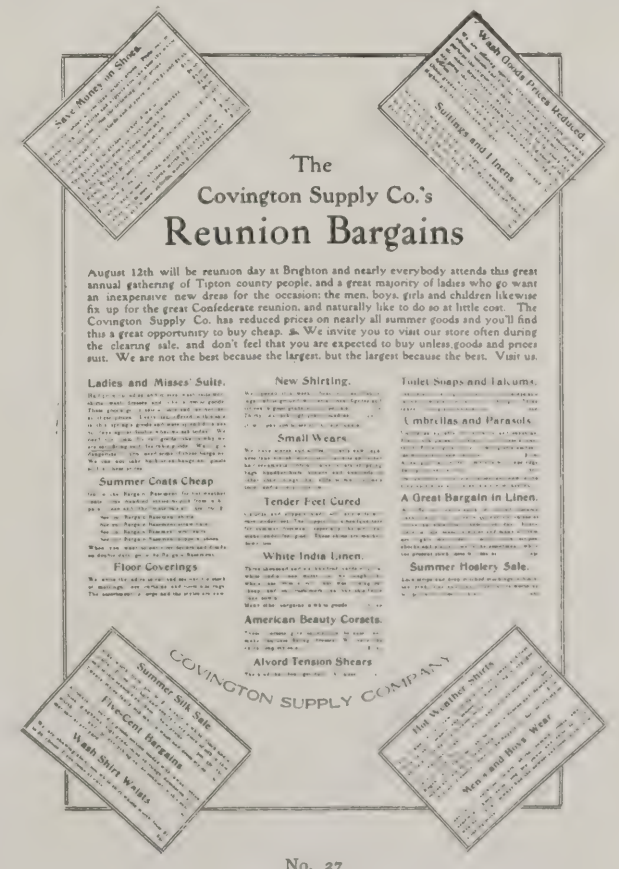

FINAL SLAUGHTER!
OF MOSES' $50,000 STOCK.
Come and See and be Convinced!
Very Low Prices this Sale Will Spell Havoc Cost!
Sale Closes SATURDAY March 20.
Moses
CASH BARGAIN STORE
Sale Closes SATURDAY March 20.

No. 26

dent is the publication of an abundance of news letters from adjacent localities in its field, furnished by special correspondents. One of the clean and faultless big ads from this paper is exhibited herewith as No. 26.

* * *

Tom McGregor, that ad-setting friend of mine at Covington, Tenn., has again accomplished something unusual in the form of an ad as represented in exhibit


The
Covington Supply Co.'s
Reunion Bargains
August 12th will be reunion day at Brighton and nearly everybody attends this great annual gathering of Tipton county people, and a great majority of ladies who go want an inexpensive new dress for the occasion; the men, boys, girls and children likewise fix up for the great Confederate reunion, and naturally like to do so at little cost. The Covington Supply Co. has reduced prices on nearly all summer goods and you'll find this a great opportunity to buy cheap. We invite you to visit our store often during the clearing sale, and don't feel that you are expected to buy unless goods and prices suit. We are not the best because the largest, but the largest because the best. Visit us.
Ladies and Misses' Suits.
Summer Coats Cheap
Floor Coverings
New Shirting.
Small Wears
Tender Feet Cured
White India Linen.
American Beauty Corsets.
Alvord Tension Shears
Toilet Soaps and Talcums.
Umbrellas and Parasols.
A Great Bargain in Linen.
Summer Hosiery Sale.
COVINGTON SUPPLY COMPANY

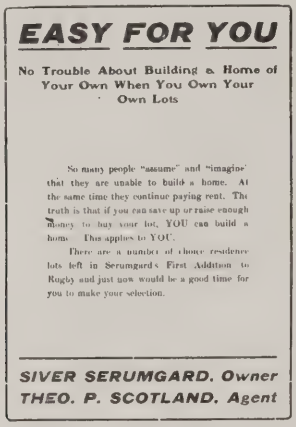
No. 27

27. Only generally can this advertisement be taken by young readers as a model, for it is of a character of course, not to be recommended for everyday practice, especially not in shops where circular and angular

quads are not provided, Of its kind it is a very neat and faultless example. Faultless, did I say? Not quite —all it lacks is corner pieces for the border employed. It is a novel piece of work—an ad forsooth that would hardly escape notice.

* * *

An all-around excellent weekly is the Pierce County *Tribune,* printed at Rugby, N. D., with W. J. Anderson as publisher. Its front page is a veritable delight, clean and made up after the highest ideals. The balance of the sheet, too, is pretty creditable in this respect. It is printed entirely at home, and has as good a lot of news each week, and as good an editorial page as any weekly in North Dakota. The advertisement


EASY FOR YOU

No Trouble About Building a Home of Your Own When You Own Your Own Lots

So many people "assume" and "imagine" that they are unable to build a home. At the same time they continue paying rent. The truth is that if you can save up or raise enough money to buy your lot, YOU can build a home. This applies to YOU.

There are a number of choice residence lots left in Serumgard's First Addition to Rugby and just now would be a good time for you to make your selection.

SIVER SERUMGARD, Owner
THEO. P. SCOTLAND, Agent

No. 28

composition, while not in every instance exactly ideal, is nevertheless fairly good, the compositor evidently appreciating the value of an abundance of white space and simplicity of display. (Exhibit 28.) The *Tribune* also has a proper conception of how to treat its paid business "readers" by isolating them in a department by themselves. And I know from experience that here they are sought each week and read by a greater number of people than they would be if sandwiched in between the news items. It is encouraging, indeed, to meet occasionally with a paper that has such high standards throughout.

* * *

There isn't a paper in my whole list of patrons that shows more unmistakable marks of prosperity than the Gering, Nebraska, *Courier.* And one nice feature about this sheet is that, while its pages are thickly crowded with ads, the front page is kept free from any such obsolete blemishes. The *Courier* affords an exceptionally good news service, and its typographical equipment is evidently extensive and uptodate. The "boys" who manipulate this material, too, are fully worthy of the good things with which they have to work, although methinks at times they are just a wee bit careless—which, however, may be due to the rush of the day. I don't like the method followed in making up the other pages aside from the first one of the *Courier,* but I am content and thankful to find at least so much perfection in a single specimen.

* * *

If I mistake not, the *Eagle* of East Prairie, Missouri, is a new one on my desk. It is a seven-column folio, all home-print, by D. Bright and Frank Lee. It's not an easy matter to keep the front page of a folio clean of displayed matter, I guess—at least I seldom see one that is so, and this specimen is no exception. The contents of this periodical are a credit to its editors, there being many short local items together with an abundance of headed stories and an editorial department of more than average worth. The ad-typography in the *Eagle* is a trifle loud, perhaps, due to the many big faces

GIVEN AWAY TO OUR SUBSCRIBERS

Given Away FREE!

Get One of These Twentieth Century Kitchen Racks

THE EAST PRAIRIE EAGLE

No. 29

used, but the compositor has the excellent proclivity for white space that always goes so far toward making strong display. There's one especially good ad in the paper, that for the *Eagle* itself, which seems to possess a master's touch hardly perceptible in the other specimens. (Exhibit 29.) The Farmers Bank ad is also a good one. I would recommend that the one who has charge of the mechanical makeup of this sheet study well the rules of correct arrangement of matter, as outlined in detail in this department the past few months, and put them into practice in his paper. Then send me another copy.

* * *

Late copies of the Shelton, Nebraska, *Clipper,* The Dakota (Vermillion, S. D.,) *Republican* and the *Lawrenceburg, Indiana, Press,* show me that these three excellent papers are fully as good, if not better, than they used to be. They are all old friends of this department, friends from whom I have had many happy visits during the past years that I have conducted this

Hansen & Bernhard's Great Closing Out Sale

Commences Saturday Morning, July 3d, and Continues for Two Weeks, Closing at Midnight, Saturday, July 17th

The Walls of High Prices are Forever Destroyed

IT'S THE MONEY SAVING OPPORTUNITY OF A LIFETIME

Big Reductions on Domestics and Cotton Piece Goods

Special Sales in Men's, Women's and Children's Hosiery

Look at these Special Prices on Furniture

SPECIAL NOTICE

It Will be a Wonderful Sale!

HANSEN & BERNHARD

SHELTON, NEBRASKA

No. 30

feature of the National Printer-Journalist, and I should feel lost, indeed, if they did not occasionally show up on my desk. Exhibit 30 is a double page ad specimen from the *Clipper,* which in the main is very creditable. The *Press* is now an all-home-print product, only one more of the many improvements that are forever being inaugurated by Editor G. J. Cravens. And the *Republican* is doing nobly well in maintaining a beautifully clean front page. I'm really proud of this fine trio of old friends.

From photo 28x16 inches in size, by E. A. Hegg, Photographer of Alaskan Scenery, Cordova, Alaska.

Group of Members of National Editorial Association Party at Contractor Heney's Railway Construction Camp, near Present Terminal of Copper River R. R., "Copper Gorge," Fifty-Four Miles from Cordova, where the Editors were Regaled with a Banquet as the Guests of Mr. Heney, that Would Have Done Honor to "Delmonico" in its Palmiest Days. Near by are the Great Miles and Childs Glaciers, Presenting a Grandeur and Beauty Unsurpassable, where the Editors Passed Two Hours in Wonder and Delight.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY

OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, SEPTEMBER, 1909

The education and special training of men for the responsible calling of newspaper making received a great impetus at the recent convention of the National Association, through the able address of Merle Thorpe, head of the Department of Journalism of the University of Washington, and the equally able and enlightening remarks by President Hill of the University of Missouri. These gentlemen showed themselves to be broad-minded, clear-headed and thoughtful educators.

* * *

While on this subject, we are pleased to notice the fact that W. O. L. Jewett, who has been a friend of, and a consistent worker for, school instruction in newspaper making for nearly two decades, both in the National and the Missouri Editorial Association, still stands loyal to the cause and to his convictions. In his paper, the Shelbina, Mo., *Democrat,* of August 18th, he logically and patriotically urges:

"It is certainly as important to the State to have well trained and competent editors, as to have educated lawyers and doctors. The physician relieves our pains and probably prolongs our lives; and the lawyer regulates legal codes and secures us a measure of justice. These are important. The journalist, however, stimulates our thoughts, brings to our attention facts, exposes evil, scourges the parasite and the viper, stimulates us to act worthily, and thus promotes righteousness"

There have been years of preparing the way, but, as Vice-President Dowdell believes, Providence so orders that all the good things come to the children of earth as soon as they are in a position properly to receive and use them. Practical, inspiring education, that gives a purpose for effort and prepares the way for more worthy accomplishment is one of Heaven's blessings.

* * *

Instead of issuing a special number for the purpose, the Jerauld County *Review,* of Wessington Springs, S. D., is running an illustrated history of the County in continued articles in chapters run on the first page of the paper from week to week. This plan has its advantages as each chapter that is published awakens a broad interest and brings forth many historical facts more difficult to secure by a short canvas and that might be entirely overlooked and lost. The *Review* is a good, clean, well-printed paper.

* * *

Past-President J. E. Junkin, of Sterling, Kansas, was kept from attending the Seattle Convention of the N. E. A. by his duties as manager of a Chautauqua. These people's colleges are doing a good work and claiming the attention and services of our best men. The true editor always yields to the call of duty from his home people even at the sacrifice of the benefits and pleasures of attending a convention and excursion of the members of his own calling. That Mr. Junkin was so thoughtful as to send a full and sufficient excuse for his absence showed that he still remembered and recognized a duty to the Association that had conferred upon him its highest honors, and to its members as well. We were glad to notice, on our return, by a dispatch printed in the public press, while we were absent enjoying the cooling, invigorating air and ocean breezes along the southwestern coast of Alaska, that Mr Junkin had been appointed by Governor W. R. Stubbs of Kansas, to the responsible position of Regent of the State Normal School of Kansas. Honored by the editors of the Nation, it is certainly fitting to know that he is not without honor in his home and State. We believe that the broadness of view that Mr. Junkin has secured by his association with editors of the whole Republic and his visits to the different sections of the whole country, and learning from the best and most progressive and representative men, of the best institutions, educational, industrial, and of their attainments and accomplishments, will prove to have fitted him for better and more intelligently performing the responsible duties of Regent of a school devoted to preparing teachers for the instruction of American youth.

Mr. Junkin is one of the best known, most representative and loved editors in Kansas and throughout the nation, and his appointment will please the members of his calling in his own state and throughout the whole country.

* * *

Indiana has many excellent newspapers and able editors and three or four active editorial associations which may, in a measure, account for the high character of the newspapers. The members of the Indiana Republican Editorial Association held their

summer meeting in and around South Bend, and the Tribune of that city, one of the best dailies in the State, told the story of their doings in a way that was not only pleasing and instructive to the newspaper men, but entertainingly informing to all the readers of the paper. This way of dealing with the advance agents of prosperity was of great benefit to the city. Other newspaper publishers whose cities are so fortunate as to entertain newspaper evangels of worthy and profitable publicity, should make a note and be alive to every such opportunity to spread abroad all that may tend to the promotion of the fame of local enterprises, advantages and opportunities. The citizens, educated thereto by the enterprising newspapers, were alive to all the advantages afforded and provided all possible means for the enlightenment of the editors and for their entertainment. We wish that our space permitted the reprinting all the good things about South Bend, its complete system of making the stay of the editors a constant joy, with a series of object lessons in a continual school of delightful lessons as to the ways of a city's true progress, upbuilding, intelligent pleasures and enlightenment. In addition to recording, daily, the association events, the *Tribune* gave a complete list of the names of the members of the association, the history of its organization, the portraits and brief biographies of prominent members, and entertaining matter, as to the editorial calling, its sphere, limitations and difficulties, and then did what all live newspapers should do, under like circumstances, sent marked copies of the paper to the NATIONAL PRINTER-JOURNALIST for every day covering the sessions of the convention. Besides the viewing of the city's notable improvements, industrial plants, etc., visits to lakes and parks, athletics, excursions by trolley and on Lake Michigan and feasts at popular resorts, the editors enjoyed a fish dinner tendered by the local newspapers, the *News, Times* and *Tribune*.

* * *

This city of Indiana, honored by the State Republican Editorial Association, has a worthy namesake in the far-away State of Washington. South Bend, Wash., is at the head of Willapa Bay and likewise has many attractions and beauties, and an able local press. The editor of one of the papers, F. A. Hazeltine, proprietor of the Washington, Southbend, *Journal*, is President of the Board of Regents of the Washington State University, that ranks among the best in the Nation and is becoming famous for its excellent, practical Department of Journalism, under the management of an able, all-around newspaper man, Professor Merle Thorpe, as Dean, whose brilliant intellectuality, *bonhomie*, good fellowship, and his analytical, logical and broadly informing address on "University Training for Journalists," won the hearts and the highest esteem of all the members of the recent National Editorial Convention at Seattle. It is no small responsibility nor slight honor to be at the head of the Board of Regents of such a University. The Washington State administration has good reason to honor the press of the smaller cities of that State. Through organization of a majority of the country press into a Cosgrove Press Association, Governor Cosgrove was nominated and elected, though he did not have the support of a single Metropolitan or big city daily of the State for his nomination. It was a distinct test of the comparative influence of the city and rural press.

Editor Hazeltine was chosen President of the Washington State Press Association at the last convention, on Saturday, July 17th. A romantic story is told with regard to Mr. Hazeltine, as to a very important event of his life, several years ago, in the Republic of Peru, that reveals something as to his persistency. A true newspaper man never gives up when in the pursuit of a good story or a good wife. He had decided that he wanted to marry a lady in

F. A. HAZELTINE,
South Bend Journal, South Bend, Wash.

Peru who was a Methodist missionary there, who was equally earnest in marrying the man of her choice in the country of her residence, and of having the right of such marriage recognized by the laws of the land—it was something that involved the missionary spirit and the establishing a right for others as well as for themselves. Under the then laws of Peru marriages could only be solemnized by the State or Roman Catholic Church, and it was a fight for religious liberty, and the fight was carried on for three years before the marriage was legalized, and Mr. Hazeltine had the united help of the liberal press of Peru. Their love for religious liberty was vitalized by a fellow-feeling for a brother newspaper man. Mr. Hazeltine has been for nineteen years the owner of the Washington South Bend *Journal*, and its editor all that time, except during the three years that he was in Peru trying to get married. His paper and marriage have both proved pleasingly successful.

Figuring Costs

PRINTING papers generally, are devoting much space to cost systems. Printing is yet in need of a still more vigorous campaign. While practically all large shops are now conducting systematically, country shops and smaller ones in cities are running wide open so far as costs are concerned. Competition is so keen that many are doing work at a loss and never find it out. These people do not always fail. The newspaper end usually brings a fair profit and any sane printer makes something on a portion of job work.

But the shop without a cost system is failing to get profits properly belonging to it and at the same time is reducing the income of other shops by the low prices. Newspaper men do not take kindly to the trust idea; nor is it necessary to make an agreement. Any sound business man who knows exactly what every job costs is going to raise prices that are too low or let the other fellow have the job and assume the loss. It sometimes requires nerve to get out of old ruts and put every job on a profitable basis. But more men ought to be required to face a weekly payroll and the needs of family and shop with a string of jobs done at a loss.

It is easy to write about cost, but more difficult to get exact facts. Two printers figured on a job. One made a price of $25 and the other estimated $50 or less. The latter used a cost system, doubling the cost of labor and adding the stock at an advance of ten per cent. The former estimated the cost based on a previous edition of the same job. He insisted that he made money on the first edition at $25, yet he had type to set only a few pages which were run two on, thrown in and the operation repeated. The printer who handled the job did it in the best possible manner and found that it actually cost $30. People may differ regarding the price to the customer but the cost must be paid by the shop.

Some argue that doubling the labor is not enough to cover salaries of manager, bookkeeper, solicitor (or other means of securing business) rent, insurance, taxes, light, heat, power, depreciation, interest on investment, ink, office supplies, postage, express, freight, telephone and other items. Each shop can and should determine this accurately for here is a pitfall which fools many. If competition is keen and machines are not producing full capacity, more than 100 per cent is probably needed.

Until printers learn to charge fair prices, this story will contain more truth than poetry. A salesman stated at the hotel that he called on a printer that day and found that he was regarded by the man of ink as a practical joker. "How was that?" asked everybody. "Why," replied the salesman, "I tried to sell him a cash register."

The New Third Vice-President

Alonzo D. Moffet, who was unanimously chosen third vice-president of the National Editorial Association at the Seattle meeting is a Hoosier born. He is forty-nine years old. He was graduated from the Indiana University in 1883 and received the degree of Master of Arts from his Alma Mater in 1889. Later he took a graduate course in English and History at the Johns Hopkins University at Baltimore, after which he was connected with the public schools of his state and had eminent success as teacher and superintendent.

Thirteen years ago he purchased the Elwood *Daily Record* and the Elwood *Free Press* (weekly) at Elwood, Indiana, since when he has been a prominent figure among the editors of the state. He is a member of the Northern Indiana Editorial Association, the oldest organization of newspaper men in the State and has represented the same in the National Association for the past four years. He is also a prominent member of the Democratic Editorial Association of Indiana, of which he is an ex-president.

Mr. Moffet is a type of the scholar in the newspaper field and his liberal education has stood him in good stead in the practical work of editing a newspaper in a manufacturing district.

Alonzo D. Moffett, Third Vice-Pres., N. E. A.
Daily Record, Elwood, Ind.

From Here and There

The Milwaukee *Evening Wisconsin* has installed one of the largest newspaper perfecting presses in that part of the country. The Milwaukee *News* not long ago put in a fine large new press and the *Journal's* new press is also up-to-date with as fine a press as any of them.

The rain-storm could not dampen the ardor of the 100 members of the Chicago German Press Club and their families who were entertained at Milwaukee, Aug. 15th, by the local German club. President Koenig delivered the address of welcome, to which Paul P. Mueller, president of the Chicago club, responded. Leopold Neumann, Chicago, made a short address presenting the Milwaukee club with a big beer stein, with a capacity of three gallons.

Original cartoons from the pen of John T. McCutcheon and Walter Briggs of the Chicago *Tribune,* Homer Davenport of the New York *World* and original paintings from Frederick Remington, Harrison Fisher, Howard Chandler Christy and Charles Dana Gibson, Arthur Barkalow and Jay Stilling of Des Moines, Carl Rawson of Minneapolis and Pat Monogahan of New York, will adorn the walls of the new Des Moines press club. All of these artists have promised to forward original sketches to the club.

Col. I. C. Copley of Aurora has become owner of the Elgin, Ill., Daily *Courier.* The sale includes both the newspaper and job printing plant of the *Courier* and the good will and name of the Courier Publishing Company. The Elgin *Press,* which has been the property of Col. Copley for several years past, will be discontinued and its circulation and equipment merged with that of the *Courier.* A. L. Hall, who has been manager and editor of the *Courier* for several years past, will continue with the paper for the present. Col. Copley owns the Aurora *Daily Beacon.*

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.

I HAVE received a very handsome slip in red and black, advertising the *Optimist*, a New York magazine that is full of inspiring thoughts. Oh, if the *Optimist* folk would carry the same ideas of typography into the printing of the magazine! It is as gloomy and lugubrious a specimen of printing as I ever saw, and so is indeed depressing, for all its words of cheer. I remember how, as a sensitive lad of six, I found a copy of Bunyan's "Pilgrims Progress," with a dismal black cover, and funereal typography and pictures like those in the *Optimist*. How I suffered because of that book, which convinced me that I was the vilest sinner known, and got me to dreaming of the Day of Judgment and reading the Book of Revelations, which prophesied that there would be "signs in the skies" to announce the advent of that dreadful day! So much did this impress me that when I saw a kite flying for the first time, I got the biggest scare of my life, and was sure that the Judgment Day was at hand. That copy of "Pilgrim's Progress" became a terrible obsessing power; but I could no more resist reading it than I could dime novels at a later stage in my career, though I hated it with a deep and sincere hatred. I read it over and over again, until I left the house where I was visiting, and from that day until a month ago, I had never read it again—always had a horror of it. But last month, I saw a beautiful copy of it in the Public Library, full of pictures in color, and printed most cheerily. I read many pages of it, and found it full of interest and inspiration.

How is it that about all these New Thought and Life after Death and Psychic Power papers and books are so gloomy typographically and pictorially, and are so often printed on inferior paper? If their publishers would only make the typography in keeping with the sentiments therein, the bright thoughts they contain would be more popular than they are.

Leigh Mitchell Hodges' Department in *The Optimist*, must owe a considerable of its success to the fact that the Philadelphia *North American*, in which it appears, is one of the brightest daily papers (typographically as well as editorially) in this beautiful world.

* * *

Frank Roemmelt of Elmira, N. Y., advertises by sending some proofs of his work as proof of the excellence thereof. The envelope says, in 18 point, "This Fevelope Contains Proofs"—a remarkable "typographical" for such an advertisement. Each proof contains a price-schedule for one, two and three thousand. Some of the specimens are identical as to composition, the difference being in the stock. Below the prices are the words: "All other printing in proportion. Let me estimate on your wants. Satisfaction guaranteed or money refunded. A Trial Order Solicited." This advertising takes the place of a salesman with samples more effectively, than some printing-advertising, for it quotes the price.

* * *

The *Times* Printery of Scranton, ran for many months in the *Times* newspaper a notice which appeared in this department, and also used it in theatre programs and the Scranton directory. The following ad is now being run by this print-shop for advertisers with an appropriate cut, and attractive typography. The "unit" idea is one that is not brought to the attention of advertisers to the extent its attractiveness calls for, so this ad is quoted in its entirety as an argument which should appeal to any up-to-the-times advertiser who needs a stimulant to thought, and will take, if the dose is administered in such a form:

THE UNIT PLAN OF ADVERTISING.

If there were only one person in the whole world whose trade you wanted, it is plain that advertising to anybody else would be utterly wasted.

Why waste money in advertising to people from whom business is impossible or undesirable? If there is one person whose trade you want, advertise to *that person*. If there are ten thousand such persons, advertise to *each person*, individualy, directly, persistently.

This is the unit plan. The logical plan of holding and securing business. The plan you expect your salesman to follow—its the catalogue, booklet and follow-up letter plan. You control this character of advertising exactly as you control your salesman, dealing with people as separate units—one at a time. Either of these mediums carries your advertisement directly to each person whose business you want—right into the home or office—it reaches the person you are after. Where the demand for your goods or services originates. A more intimate, direct and persistent campaign of advertising cannot be imagined.

If you are planning or contemplate an advertising campaign and intend using high-grade printing, we can be of service to you—our experience in the handling of quality printing—our up-to-date equipment and skilled workmen, enables us to place at your command—quality service. ....

Call, write or phone us, and our representative will call on you with samples of quality printing done for satisfied customers, who believe in the Unit Plan.—THE TIMES PRINTERY, 220-224 Spruce Street.

* * *

A SUGGESTION FOR OTHER HARVEST MONTHS.

This blotter (1) has the rules in yellow, the picture in yellow and brown and the remainder in brown and gray. It has a dainty effect in the original, the harvest picture being decidedly attractive with its yellow apples and grain and straw hat.

* * *

THE AMBASSADOR'S AMBASSADOR.

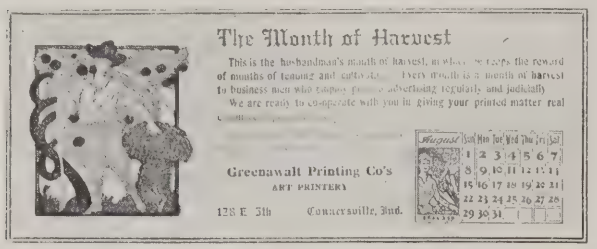
The *Ambassador* Company of Corning, N. Y., send ten cards like (2), each having a different color-scheme

as to type and stock. The *Ambassador* is one of the brightest magazines of the *Philistine* order, and is both wise and witty.

* * *

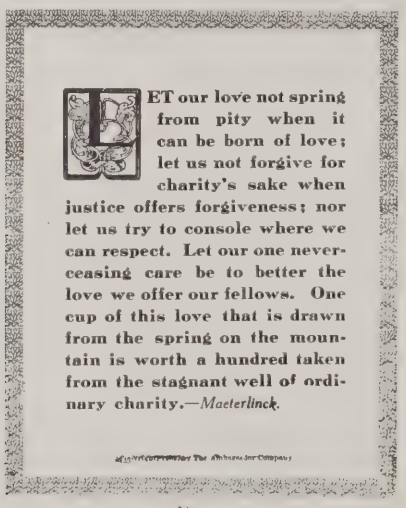
AN OCTOBER BLOTTER.

October—the most beautiful month of all the beautiful year, in my estimation—will soon be with us again, and in September there will be many an October blot-



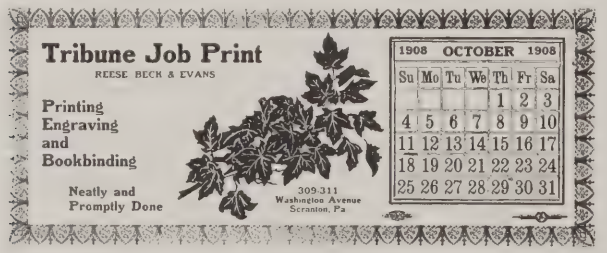
No. 1

ter prepared by printer-advertisers. Truly a beautiful one is that issued last October by the Tribune Job Print of Scranton (3). I never cared particularly for a border of torches such as that in this design, with the bottom ones inverted, which was a sign of distress or death with the Greek designers. And still it is pretty,


LET our love not spring from pity when it can be born of love; let us not forgive for charity's sake when justice offers forgiveness; nor let us try to console where we can respect. Let our one never-ceasing care be to better the love we offer our fellows. One cup of this love that is drawn from the spring on the mountain is worth a hundred taken from the stagnant well of ordinary charity.—Maeterlinck.

No. 2

if we get the torch idea out of our minds. But those leaves, with their beautiful shading from green into red, are remarkably handsome and entirely appropriate. The coating of the stock is of a harmonious salmon shade, and the rest of the ink on the blotter is brown. The disposition of the type on this blotter is decidedly



No. 3

effective, and the lighting of the job (I refer not to the torches) is excellent. Another blotter of this concern which is unreproducible, is also a work of art.

* * *

EMBOSSING EMBELLISHED.

One of the handsomest monthly calenders I expect to see this side of the Calends of Greece is No. 4. The embossed portrait of Minerva brings forth her swelling bust most pleasingly, and in other ways gives the goddess a charm which she could not have displayed when Paris gave the apple to Venus as the prize of beauty. Minerva had beauty as well as brains, and this combination is a characteristic of this New York

No. 4

firm's work. The background to the picture is a delicate light green, and the type is in dark green, the stock being a rough faced white, save where it is smoother by the art of the embosser.

* * *

A WANT AD THAT PAID.

I never could understand the criticism of a friend of mine who is considerable of an artist that the Scotch

A FARM PAPER with a circulation of upwards of 400,000 and an advertising patronage which during the first six months of 1909 ran up to $123,619.60, or $39,264.74 ahead of the same period in 1908, might seem to be a pretty good basket of fruit to sit down and enjoy in comfort. We do not feel that way about it. We sort of got to "seein' things at night" away back last winter, got up in the gray dawn of February 10th and wrote out the following Want Ad:

WANTED—A born editor, progressive, keen-edged; a man with ability to visualize the future, with imagination, and above all, with optimism. He must be conversant with conditions, with methods, and above all with the viewpoint of the American farmer. He must have sympathy, born of respect, with farm life as it is today and a keen purpose to help improve it in a practical, homespun way.

He need not necessarily be a tech-

5a

face looked "cheap," as I consider it one of the faces that it is a pleasure to read. Nos. 5a and b are two at-

tractive opposing pages from a booklet entitled "A Foreword," issued by *Farm and Fireside* of New York to tell what we are to expect of this live paper in the coming year, and particularly to call attention to the fact that they have a new editorial writer who "takes no man's place but will create his own place, and is a six-foot, two-hundred pounder in mind and body." That word "Foreword" has been objected to by some

> nical man nor a scientific expert. Our assistant and associate editors can furnish that knowledge. He need not necessarily be a creative writer, but he must be able to edit an Editorial Page as never before in a farm paper, securing such contributions as will make it forceful, useful, comprehensive and, above all, readable—an Editorial Page that is a Power.
>
> There is a wave gathering off under the horizon and we can assure this fashion of a man a safe trip on the crest of it far up on the shore line.
>
> Do you know him?
>
> Very truly yours,
>
> THE CROWELL PUBLISHING COMPANY
>
> Springfield, Ohio. Madison Sq., N.Y.

WELL, on June 10th, just four months later, we got our man. His name is Herbert Quick, and he hails from Sioux City, Iowa, but more important, he has roamed at large through the United States. He has lived among farmers all his life, been a successful lawyer,

5b

writers, who sneer at those who use it instead of "Preface," and call it "stilted," but to my way of thinking it is much more beautiful and inspiring, in its sturdy Saxon, than the Latin invader. The pages are handsome. I would like to see more space after the word "A" which forms one of the initials.

* * *

The *Orange Judd Farmer*, of Chicago, is a believer in blotters innumerable. I suppose I have received one hundred blotters from this paper during the past

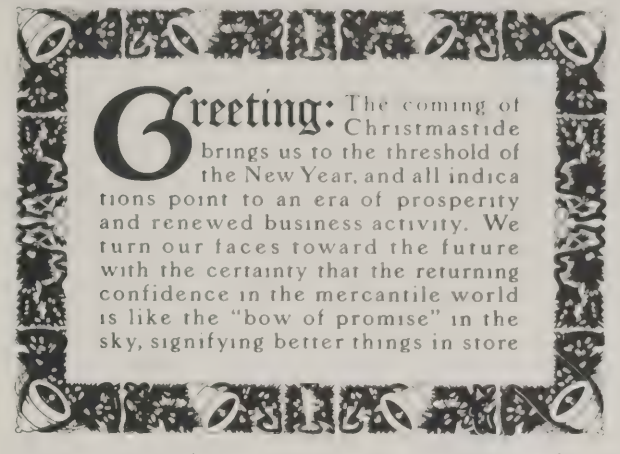
Why Grope in the Dark
when you buy circulation? Insist upon knowing that you're getting what you pay for. We can prove to your satisfaction we actually have the exact number of paid subscribers we claim. We guarantee, under a sworn statement, the circulation of that result-producing weekly farm magazine
Orange Judd Farmer
an agricultural journal definitely edited, by eminent authorities in their several fields, to meet the needs of the most progressive farmers of the central west for technical but practical information. A glance at our reading columns will convince you of the high character of our
90,000 Sworn Circulation
each week. Every copy goes to an interested reader who has paid a dollar a year in advance for it because he wants it. That's a proof of quality as well as of quantity. Our readers have the habit of buying advertised goods—from our advertisers—because we guarantee their reliability.
ORANGE JUDD COMPANY, 1448 Marquette Building, Chicago, Illinois

No. 6

year, all of the same style (6). The very voluminity of this characteristic publicity must be effective.

CHRISTMAS IS AROUND THE CORNER.

Christmas is coming—none too soon to prepare. This page of a holiday catalogue of the American Type Founders Company is pleasingly suggestive. Border


Greeting: The coming of Christmastide brings us to the threshold of the New Year, and all indications point to an era of prosperity and renewed business activity. We turn our faces toward the future with the certainty that the returning confidence in the mercantile world is like the "bow of promise" in the sky, signifying better things in store

in warm green and orange; remainder in green. Surely delightfully Christmas-y is this typography.

* * *

What Counts in Life

Distinctions among men and pride of position, birth, station or wealth should be counted as delusions and follies of a brutal, ignorant past. Truth, industry, earnestness and contentment, worthiness and sweetness, goodness and human sympathy count for the most in every life. With these, great accomplishments and usefulness and true happiness belong to everyone in any position of life, and the influence may and is apt to be almost boundless. William Howland, editor of *Outlook* Magazine, in an address before the New York Press Association, said: "One-half of my business life has been spent in local journalism and one-half in the center of periodical activity. I have constantly felt and often said that the former has much to recommend it in the matter of substantial comfort and conscious influence."

He congratulated himself on the pleasure of being "permitted to tell how little difference there is between conducting a local country weekly with 500 subscribers and being the publisher of a national periodical with a circulation three or four hundred times as large. The difference is really one of degree rather than of essential qualifications or methods."

He might have well added that as to the real lasting, telling—good exerted and the results reached for the benefit of man, the difference in degree may often be on the side of the worthy editor and publisher of the home paper, for what is lost in the largeness of the field covered, may often be more than counterbalanced by the nearness and directness of the influence.

Peter Kelin, publisher of the Aurora, Ill., *Daily Volksfreund*, plans that the entire interior of his building be torn out and remodeled in the near future. The composing room will be enlarged and new presses installed, including a new cylinder press for issuing his daily paper.

Editors Seeing the Northwest—Land of Growth and Promise

THE TWENTY FOURTH ANNUAL CONVENTION AND EXCURSION OF THE NATIONAL EDITORIAL ASSOCIATION PROVES ESPECIALLY INSTRUCTIVE AND IMMENSELY ENJOYABLE.—A BIRD'S EYE VIEW OF THE TRIP.

N the character of papers presented, in the lessons obtained by travel and observation, and in the substantial, intelligent pleasures enjoyed, the Twenty-fourth Annual Convention and Excursion of the National Editorial Association reached the highest water mark.

A good start was made in Chicago through the examining the freight tunnel subways and learning how a great modern city handles the hundreds of thousands of tons of freight daily, eighteen feet below the busy, congested streets, over a network of sixty miles of railroad tracks, on twenty five hundred freight cars driven by electricity; by a visit to the largest dry goods store in the world, covering thirty-five acres of floor space, ascending thereto from the electric lighted subway station by electricity driven elevators, and examining of the wonderful displays of goods, the products of all climes from the furs of Alaska to spices of Ceylon and investigating the perfect system with which a business running into scores of millions annually, is carried on, and ending with a trip by a special train over a well equipped modern elevated railway to one of the greatest amusement parks of the whole nation; enjoying a rich banquet gotten up and served in accordance with the highest culinary and catering art, and at last viewing the innumerable, wonderful methods and devices by which the up-to-date, rushing, enterprising business men and workers secure quick amusement, blood-stiring thrills and concentrated recreation. Then followed the delights of the railway journey, and of comradeship in travel, on one of the best equipped trains of highest perfection in railway erection and operation, through the states of Illinois and Iowa, to the wonderfully progressive city of Omaha, giving highest pleasure and suggesting much as to present attainments and future possibilities. A stop at Lincoln, Nebraska, and the enjoyment, as the guests of the Lincoln Commercial Club, of a drive over that beautiful prairie city with its great state University and other institutions, its forty thousand refined, enterprising people, and then paying a visit to the farm home of one of the most noted men of the Republic, and enjoying a kindly reception by his noble, talented wife, followed by a sumptuous banquet at a splendid modern hostlery, taught how boundless is American hospitality and how rapid has been the upbuilding and how unlimited are the opportunities, the accomplishments, and the resources in this Heaven blessed free land of America.

At nearly every important stop on the journey, the members of the editorial party were augmented by added delegates coming from states as far south as Texas and as far north as Minnesota, until on starting from Spokane the party contained two hundred happy, observant excursionists. There had been surprises all along the line. At Billings, the daughter of one of the delegates, Irving Todd of Hastings, Minn., visited the party and journeyed to the next station. She and a girl friend settled on claims last September, twenty-three miles from Billings and are living there and developing fruit ranches, all by and for themselves. Miss Todd was an attendant with her father at the Convention of the N. E. A. at St. Augustine in 1895 and contracted typhoid fever from which she came near death. She has since been in frail health but her life in the open has worked complete restoration. The lesson is that the Northwest affords not only opportunity for acquiring homes but health.

At Spokane a city was viewed, in all the perfection of highest modern civilization that, in some eleven years, has grown from thirty thousand to over one hundred and thirty thousand residents and the increasing wealth has much more than kept pace with the increase of population. It is the center of a rich agricultural region, with unsurpassed water power, afforded by the Spokane River that passes through the city, with excellent timber, fruit and grazing lands near at hand and being the supply point of the famed Coeur D'Alane mines. Spokane has made good in the prophecy as to her growth which we made in the NATIONAL PRINTER-JOURNALIST after our visit there in 1898. We were glad to learn that Mr. Cowles, of the Spokesman *Review*, a former Chicago newspaper boy, who took us on a tour of the little city when there eleven years ago and with enthusiasm pointed out its beauties and possibilities, had shared in the general prosperity and is now a sure enough millionaire. He was out at his country home at the time of the visit of the editors.

North Yakima afforded the editors an object lesson in methods and benefits of proper irrigation and the delights and profits of raising the big, luscious, red apples and other fruits.

Seattle proved a crowning wonder in its growth, wealth and magnificent beauty, and grandeur. It is a city built on the everlasting hills, between great fresh water lakes, on one side, and the waters of Puget Sound on the other. The cutting down of the hills and the grading of the streets involves an outlay of vast amounts of money, but the material taken from the hills is being profitably used to fill in, and make most valuable property on, the water front. The city, in its splendid arrangement and construction and its magnificent business buildings, hotels, schools, churches and homes; in its provisions for healthfulness, in its perfect electric trolley car system, in its streets, drives, parks, and other institutions afforded the editors numberless useful object lessons, excelled if at all, only by the Alaska-Yukon Pacific Exposition, which the city's enterprising citizens originated, planned, and have carried to a crowning success.

The location of the Exposition is ideal, in an amphitheater, on the shore of Lake Washington, and, viewed from advantageous points in Seattle, day or night, suggests the prophet's vision of a celestial city. It is a place of enchanting loveliness, light and knowledge. It is compact, comprehensible, and unsurpassably lovely. It is not as large as some expositions but it is more perfect. The government exhibits, as well as those of Alaska, Washington, Oregon, California, Hawaii and Japan, are especially worthy of study. One feature connected with the different exhibit buildings, is especially worthy of note and commendation. Nearly every building has a lecture room, in which lectures are given constantly with panoramas and moving pictures showing the regions and objects treated, in a remarkably attractive and lifelike manner. In this way, industrial education, the scenery, the fauna and flora and products of different states, the value of good roads, their necessity and construction, are illustrated and shown in a most instructive and impressive manner.

In addition to the regular exhibits, "The Pay Streak" presents some interesting and educative features. Among these are the Automatic Railway carrying passengers, and operated by air pressure, the Esquimaux, Iggorote and Chinese villages; "the light-radiating painting of the 'Christ'," Battle of the Monitor and Merrimac, the Ferris wheel, and many others, more or less familiar to the visitors at other expositions. The different methods and means for teaching modern domestic economics, improvements and manual training in schools, are among the most edifying features of this latest "time marker of the world's progress." We were particularly interested in the department of Domestic Economy and the splendid showing by classes from the Olympia High School, in cooking and in drawing and wood working. We had good reasons to remember the cooking class of Olympian young ladies, for, to-

gether with the officers of the Association, we enjoyed one of their excellently prepared meals. We give herewith a view of the scene and the guests together with the bill of fare and its cost. We are going to give more as to this branch of training in the Olympia, Washington, High School, to help along the cause of more practical education in our schools, for we believe that there is recreation and inspiration in this sort of instruction that help instead of retard pupils in their literary studies and regular school work. We have no great faith in purposeless play but have absolute belief in re-creating of weary faculties through change and the employing of hands in mechanical creation and work. To excell in doing something worthy, while developing and harmonizing the physical man, is better than pounding a ball.

The entertainments at Seattle were numerous and enjoyed with a zest. Mr. Will A. Steel and his coadjutors fully redeemed their pledges. There was an automobile ride for the whole party over the city that revealed its wonderful improvements and beauties, an equally enjoyable trolley ride, a banquet at the New York Building on the Fair grounds, a banquet at the Kennedy Hotel by the Seattle Press Club, theater parties, etc. Every minute outside the convention

In Railway Automobile on Alaska Central R. R., Seward, Alaska, August 2d, 1909.

Reading from left to right:—Mr. and Mrs. Lyman King, Redlands, Cal.; Dr. Louise Harvey Clarke, Riverside, Cal.; Dr. Marion Lute, Dorchester, Mass.; Dr. Katharine Raymond, Wellesley College, Wellesley, Mass.; Dr. Charlotte J. Baker, San Diego, Cal.; B. B. Herbert, Chicago, Ill.; Standing in front left to right—Mr. E. P. Clarke, Riverside, Cal.; Dr. Fred Baker, San Diego, Cal.; Mr. James W. Hare, Chief Engineer Seattle, Wash., Str. Northwestern. Trip on Alaska Central R. R. Aug 2, 1909, Seward, Alaska.

hours, was filled with instructive delights. The excellent dailies of Seattle gave instructive accounts of the proceedings of the sessions and liberal notices of the members.

The excursion to Tacoma by steamer over the Sound, on Friday followed by a visit to the great saw mills, smelters and factories and a trolley ride out to one of the most beautiful city parks of this nation, where a banquet was enjoyed, was one round of edifying pleasure. The trip to Victoria and Vancouver proved alike enjoyable.

Saturday, July 24th, one hundred and thirty four members of the party started on a twenty-day trip to Southeastern and Southwestern Alaska. Two thousand miles were traveled on the good ship Northwestern of the Alaska Steamship Line,—four thousand miles in all, up and back. One continuous panorama of snow capped mountains was enjoyed. It proved an excellent object lesson, spread out by the Architect of the Universe, of grandeur, inviting to attainment and challenging highest effort and endurance. At times the excursionists seemed overcome with awe, love and praise and found expressions in the repetitions of the descriptions of nature by the inspired writers of the Holy Bible, who lived close to nature and to Nature's God. The sunsets were especially remarkable, and on Prince Williams Sound, the snow-crowned peaks, that had been passed and admired with ecstatic emotions, feelings and expressions, were suddenly transformed by the setting sun into a great white, heaven-reaching city of white castles presenting a scene of surprising grandeur. The expressions were, "See the Celestial City," "See the Holy City." Another still grander scene was witnessed during the return trip, where, in Clarence Sound beyond three nearer ranges of mountains, were witnessed at two different and distant points, great mountains of unbroken whiteness. At times, by the changing positions of the clouds and the shadows and the blue sky below the clouds, it seemed as though we were looking down on a distant city, of purest white marble, situated in a great lake of sky blue water. The other scene was still more entrancing and grand, as it was more extensive; besides the mighty structures of pure white, great white marble shafts seemed reaching from earth to the sky. These were probably great banks of white snow in the crevices of the mountains, the surrounding rocks, earth and trees being hidden by the darkness.

A description of the trip is here impossible and as a mere outline we print the following lines written on the return trip, by W. H. Greenhow, editor of the *Evening Daily Tribune*, Hornellsville, N. Y., and sung by the excursionists to the tune of "Marching Through Georgia:"

LEAVING ALASKA.

(Tune: Marching Through Georgia.)

We've sailed thy placid, inland seas,
  We people from the south.
We've breathed thy balsam-scented breeze
  As we passed the Dixon's mouth.
The mountains of thy channels crowned
  With everlasting snow
Like escorts ranged along our path
  To point the way to go.

Hurrah, Hurrah, Alaska was our goal.
Hurrah, hurrah, the people with a soul
  We'll sound thy warmest praises
  From Panama to the pole
    As we sail away from Alaska.

From Ketchikan to Treadwell's mills,
  From Treadwell to Juneau,
From Juneau to Cordovia's hills
  They kept us on the go.
Where Valdez camps upon their trail,
  Where Seward's pine trees grow
We've met thy people, Alaska.

Hurrah, hurrah, the land of many showers,
Hurrah, hurrah, the land of sweetest flowers,
  Thy memory will stay with us
  As we journey to our homes,
    Regretfully leaving Alaska.
We've seen thy mighty rivers flow
  As we hunted for thy gold.
We've climbed thy copper mountains,
  And we've faced thy glaciers cold.
We've seen thy salmon humping
  Their way up rocky streams,
And thy totem poles will haunt us, Alaska!

Hurrah, hurrah, we'll sound thy praises meet.
Hurrah, hurrah, we leave with memories sweet.
  We're going to our homes once more,
  We're on our sad retreat.
    To dream of thee, Alaska.

THE STORY OF THE TRIP AS RELATED ON THE RETURN, FROM INTERVIEWS BY THE SEATTLE, WASHINGTON, PAPERS.

(From the Seattle *Post-Intelligencer,* Friday, Aug. 13, 1909.)

With a party of 134 members of the National Editorial Association, who had completed an excursion of 4,000 miles to Southwestern Alaska as far as Port Graham and return, the Alaska Steamship Company's liner Northwestern, Capt. A. Croskey, arrived shortly after 10 o'clock last night. The Alaska trip, arranged through the Seattle Press Club, concluded the annual convention, business sessions of which were held in Seattle late in July.

Speaking the declared sentiment of every member of the editorial party, B. B. Herbert, editor of the PRINTER-JOURNALIST, of Chicago, founder and first president of the national organization of editors, said upon landing:

"Most of us went to Alaska for the purpose of sympathizing with the residents of that Northern region over the hardships imagined in their existence. Returning, we are positive that the country presents possibilities not excelled on earth. We found at Seward a half-acre garden from which a Scotchman had this season sold $800 worth of vegetables. At Ketchikan, we saw them taking fish in such quantities that the canneries were turning out enough to insure great revenue. We inspected the Treadwell mines, on Douglas island, where, on the 1,400-foot level, the rich mineral deposits grow steadily more valuable; we saw gold and coal mines being developed with a sureness that is convincing to us all that without other advantages an empire of wealth is available in Alaska.

"Coupled with the many commercial surprises met in Alaska, we were regaled with a voyage so magnificent with scenic features and nature's marvels that the attention of the world must surely be attracted there as a new wonderland. No feature has been more pleasant than the splendid courtesy extended by Capt. Croskey and his officers, and the generous hospitality extended by citizens of every community visited."

ALASKA'S GREAT FUTURE.

Supporting the statement of former President Herbert, Secretary W. F. Parrott, of the Waterloo Daily *Reporter,* spoke enthusiastically of the enjoyment that had marked every hour of the voyage. He predicts for Alaska, through its coal, gold and copper, fish and wood pulp, a future as one of the greatest countries of the world.

On the passage north the Northwestern called at Ketchikan, Treadwell mines, Cordova, Valdez, Seward and Port Graham. At each of the cities the brief stay allotted was given over to public receptions and entertainment, with brief side trips into the interior. In this way, trips over the Copper River & Northwestern railway, out of Cordova, and the Alaska Central, from Seward, were permitted. A visit to the Childs glacier was a feature of the itinerary.

In addition to the editorial excursionists, the Northwestern brought fifty passengers to Seattle and $10,000 in treasure consigned through the mail. Fifty-six Japanese sailors, seized by the revenue cutter Bear last year while illicitly sealing off St. Paul island, in the Japanese schooners Saki Maru and Kinsei Maru, were brought down by a party of guards directed by Horace Deline, deputy federal marshal at Valdez. The prisoners have served out a $500 fine in the Valdez jails, and were last night turned over to United States immigration officers for deportation. With the Japanese were two British subjects, a gunner and navigating officer, captured aboard the schooners.

Capt. Croskey describes the round-trip voyage of the Northwestern as most pleasant throughout, many of the usual difficulties of navigating Alaska waters having been missed.

(From the Seattle *Daily Times,* August 13, 1909.)

After an unusually fine trip through Southwestern Alaska, the steamship Northwestern of the Alaska Steamship Company, Capt. A. Croskey, arrived in port about 10 o'clock last evening with 134 members of the National Editorial Association, who made the round trip, all loud in their praise of the voyage and country. The vessel was gone twenty-one days and traveled about 4,000 miles and every day and mile was a new and pleasant experience, according to B. B. Herbert, editor and publisher of the NATIONAL PRINTER-JOURNALIST of Chicago, who made the trip.

"It is a wonderful country and the scenic splendors of the trip will make it some day the most popular excursion run in the world," he said this morning. "When the people of the United States realize some of the features of this trip, the rest and recuperation to be obtained from the heat and rush of city life, it will bring thousands of people here from all parts of the world."

From Seattle the Northwestern called at Ketchikan and then proceeded to Treadwell, where with a band to welcome them, the editors were shown through the mines and plant and entertained at a dance. Accompanied by the band they went to Juneau, where another dance was held in their honor. At Cordova, the next stop, the day was perfect, and as the guests of M. J. Heney and the Katalla Company, the editors made a trip on the Copper River & Northwestern Railroad to the Bonanza district. They viewed the Childs and Miles glaciers.

At Seward, about 100 of the editors remained ashore while the vessel went on to Port Graham.

Those who went to Graham were taken on a small boat of the Alaska Commercial Company to points of interest in the vicinity, while those at Seward were entertained by the Alaska Central Railroad officials and went to the end of the line. The Yucatan, George W. Perkins' private yacht, was at Seward and S. W. Eccles, of the Copper River Company, went to Port Graham with the party. At Valdez the editors were entertained at a dance and visited the points of interest in automobiles and other vehicles.

The transfer of Mr. Eccles to the Olympia at Ellamar gave them an opportunity to see the mines and to view the copper resources of the country. They expressed their appreciation of the country in songs and poems written during the trip and also thanked the captain and crew of the vessel before leaving the ship last night.

To be concluded in October issue.

Interesting Briefs

The Press Club of Des Moines will give a banquet in honor of Senator J. P. Dolliver, Senator A. B. Cummins and Representative John A. T. Hull later in the season. It was first planned to have the function at the time of the homecoming of the Iowa statesman, but later the committee decided to have the banquet at a more favorable date in September.

The Des Moines Women's Press Author's Club has outlined an interesting program for the coming year, which will open in October at Rosedale farm. Here the members will gather from different parts of the state to give their "Vacation Experiences" and enjoy a luncheon at this popular country resort. The November meeting will be at night and will perpetuate an annual custom of presenting Iowa authors, who read from their own works.

The two weekly papers of Grand Junction, Ia., have consolidated. G. W. De Wald sold the Headlight printing property consisting of office building, machinery, type, plant, etc., to W. H. Kettell of the *Globe.* The *Headlight* was a strong Democratic paper and was the oldest of its kind in the country. Kettell expects to continue publishing the *Globe,* but De Wald will take up his residence elsewhere.

The National Editorial Association at Tacoma, Washington

EMBERS of the Twenty-fourth Annual Convention of the National Editorial Association enjoyed so many excursions, feasts and happy occasions, that it has been impossible to record all, but we feel that it would not be right to omit an account of the day passed in visiting Tacoma, a city of much wealth in manufacturing, in commerce, in schools, parks and all other worthy institutions of the very highest modern civilization that tell of great prosperity, of an intelligent enterprise, high ideals and culture. We do this the more readily for the reason that we find the account prepared to hand in a most complete, and able article in the Tacoma *Daily Ledger,* and when we say that we only reached home from the Alaska trip on August eighteenth, with only ten days left in which to get out the September issue, all practical newspaper makers will appreciate the fact that such valuable aid as is afforded by the *Ledger* article is very highly prized. It is worthy of note, too, that when the papers of a city give adequate attention to the meetings or visits of editorial or other associations, they invariably secure greater publicity and thereby do most valuable service in the way of promoting the fame and interests of their own cities. The Tacoma *Ledger,* which is an excellent newspaper of metropolitan proportions, told the story of this happy occasion in the following very interesting and instructive manner:

Tacoma has given many parties during the present summer; she has lavishly entertained delegation after delegation of visitors, but the crowning effort of her endeavors—the jollification de luxe—was yesterday. More than 350 men and women of the National Editorial Association were her guests. They came from every State of the Union; they were dined and supped and taken to every point of interest, and they left enthusiastically singing her praises and shouting the slogan, "We Like Tacoma."

Everybody had a good time, guest and host alike, from President A. Nevin Pomeroy of the National Association to the girls who hurried good things to the tables in the closing dinner at Point Defiance Park. Sight-seeing and pleasure were the sole objects of the gathering, and there was a sufficiency of each to cause sighs of regrets when the time for parting came.

From noon until the last rays of a glorious Northwestern sun had disappeared behind the great Olympics, the newspaper men and women heard, saw or tasted of the good things of Tacoma. Many expressed their determination to return, and all united in a pledge to boost Tacoma. It is safe to say that fully 500 magazines and newspapers throughout the country will tell of this city's merits during the ensuing months.

COUNTRY'S MASTER MINDS PRESENT.

The gathering was a notable one and representative of the best in American journalism. Men and women whose influence has long been felt in shaping public opinion were there, and the fact that all were thoroughly pleased may well be taken as a criterion of the favorable publicity that Tacoma will soon receive throughout the land.

Not only did the visiting throng promise its aid in heralding the fair name of this city, but it also pledged its support in firmly establishing the name, Mount Tacoma, as the right one for the nation's highest peak. The meeting yesterday marked an important step toward fulfilling the desire of all Tacomans that the mountain be known only by the name it first bore, the one given it before the white man came.

Tacoma was honored yesterday by the closing meeting of the most successful convention ever held by the National Editorial Association. At sunset, on the broad verandas of Point Defiance Park pavilion, the scribes assembled for the last time in 1909, and as a fitting ending presented their leader of the past year—President William H. Mayes, publisher of the *Bulletin,* Brownwood, Texas—with a beautiful Tacoma sterling silver table service. Then, aboard the steamer Kitsap, which had been chartered for their use, they bade each other farewell. Today the party separates, one group leaving on a twenty days' excursion to Alaska and the remainder for other sight-seeing tours or for their homes in every section of the United States.

PULL FOR TACOMA IN 1918.

The National Editorial association left Tacoma last night determined to come again and it is more than probable that the members will come in a body in 1918. Nine years seems a long time to wait, say officers of the Association, but other sections of the country demand a visit and in that space of time delegates from the Atlantic Coast will be anxious to return and Tacoma will be the city. The invitation was extended by President Louis W. Pratt of the Tacoma Boosters' Club and accepted unanimously. From now on every effort will be exerted, and only by the city but by the Eastern delegates as well, for the fulfillment of this plan.

A greater number of the National Editorial Association members accepted Tacoma's invitation than had been expected, and with banners flying the jolly crowd steamed into Commencement Bay aboard the Kitsap shortly before noon yesterday. The visitors were accompanied by many members of the local reception committee who had gone to Seattle early in the day to greet them.

VISIT GREAT LUMBER PLANT.

Disembarking at the Gawley dock on the tidelands, the party was escorted to the mills of the St. Paul & Tacoma Lumber Company. There they were received by Maj. Everett G. Griggs, president of the company; Capt. Hart W. Palmer and Charles A. Foster. Although they arrived during the noon hour, while many of the employes were eating their dinner, the great machinery was immediately put in motion. The largest logs that could be found in the yards had been placed on the runs and were soon transformed into great planks by the saws.

The ejaculations of surprise began at the sawmill. Many of the visitors had never seen a great mill before and their astonishment at the methods employed in handling logs and the speed with which the logs were transformed into boards or shingles found expression in gasps of wonder.

From the lumber mills the guests were taken in special cars through the business and manufacturing districts of the city to the Tacoma Commercial Club, where luncheon awaited them. Regardless of the extra numbers, there were tables for all and the service was all that could be desired. The rooms had been profusely decorated with roses and at the close of the repast each of the visiting women was given a bouquet of flowers that had been brought to the rooms by citizens during the morning. Secretary O. F. Cosper distributed the flowers and made everyone feel welcome.

RECEPTION ENTIRELY INFORMAL.

Nearly 30 Tacomans, men and women, engaged in literary work, and members of the local A.-Y.-P. committee, greeted the party upon arrival and during the brief informal reception—formalities were entirely left behind throughout the day—made many new acquaintances or met friends of former days in the East. Nearly every resident of the city found in the delegation some man or woman whom he had known or who came from his former home city or state, and this meeting of friends had much to do with making the day a joyous one.

Upon leaving the Commercial Club rooms the visitors were taken to the new home of the Chamber of Commerce, where several hundred boxes of Puyallup raspberries were distributed by Secretary A. L. Sommers and his assistants. The Tacoma Hotel was the next stopping place and here the party rested for a brief interval. They strolled about the hotel corridors or, seated comfortably on the beautiful verandas, looked out across the tidelands to the bay behind; and ejaculations of pleasure and wonder at the beauty of the surroundings were heard on all sides.

Near the hotel four special street cars awaited the visitors and they were next taken out to the resident portion of the city. The routs of this trip lay mainly through the North End of the city where the miles of excellent pavement, the beauty of Wright Park and the enormity of the Stadium project—a stop of five minutes was made at the Stadium—were viewed. In the car service the only defect of the day's program was found. A fifth car seemed necessary, but none could be secured and several of the guests were forced to stand during the excursion about the city. They laughed at the inconvenience, however, being too greatly interested in the sights along the way to think much of personal com-

fort. At the end of the ride one carload of guests was sent directly to Point Defiance Park, while the remaining three went to the Flyer dock, where the passengers again boarded the steamer Kitsap.

WATER TRIP TO THE PARK.

The trip up Sound to Point Defiance Park was one of the most pleasurable events of the day. From the docks the guests obtained an excellent view of Commencement Bay, of the long lines of mills on shore and of the big Tacoma smelter. The location of the many beautiful homes along the bluffs overlooking the harbor caused many a comment of admiration.

Louis W. Pratt and John H. Williams, assisted by Park Commissioners Nelson Bennett and Marshall K. Snell, with Mayor John W. Linck and several other prominent citizens, were guides of the excursion parties and gave information concerning the beautiful homes, the parks and the various other points of interest seen from the street cars and during the trip up Sound on the Kitsap.

EXPRESSES IT IN THREE WORDS.

Joe Mitchell Chappell, publisher of the *National Magazine*, Boston, and a man who has visited Tacoma on several occasions, seemed most impressed with Tacoma's beautiful homes, during the car ride about the city.

"Every builder's fashion plate ever shown finds its replica in the architecture of Tacoma's residences. They are as beautiful as they are varied in styles and show the initiative of the city's people. I can sum up my feelings in about three words—'I Like Tacoma.'"

Mr. Chappel was a warm friend of the late Congressman Francis W. Cushman and paid his last visit to this city two years ago. At that time he assisted in the selection of the site for the Alaska-Yukon-Pacific Exposition and it was largely due to his urging that the natural amphitheater at the Fair was made use of. He declares the amphitheater one of the most wonderful phenomenas of nature he has ever seen.

DELIGHTED WITH POINT DEFIANCE.

Upon reaching Point Defiance Park the guests assembled but for a moment upon invitation and decided to spend an hour longer than they had intended as guests of the city. Then they separated into little groups and wandered over the park under the guidance of the Metropolitan Park Commissioners and the other members of the entertainment committee. The natural beauty of the park again brought forth the comments of pleasure that were heard on all sides throughout the day. The rose gardens were visited and, although the season is a little late for the best of the flowers, they were very beautiful. The "Zoo" also attracted interest and here the antics of the monkeys and the baby lions kept up the fun. The Alaska and American bears, the buffalo, the peacocks, and the guinea pigs—all these and many other animals were to be seen and all proved very interesting.

The great trees, the gulches and the beautiful shaded pathway were awe-inspiring to many of the delegates from the far East and they took advantages of the opportunity and wandered through the shady lanes or found comfortable seats upon the bluffs and looked out across the wonderous blue of Puget Sound to the distant mountains.

"Isn't this park delightful with its great trees and its wondrous vistas?" exclaimed Mrs. W. L. Black of Elgin, Ill., one of the women of the visiting party. "I believe nothing can equal it for natural grandeur. And our entertainers are also delightful. I believe Tacoma is the only city we have visited where every plan of the hosts has been carried out without a flaw of any kind. We have been dined and after seeing this pretty park we are now to be supped. Surely, there is nothing more that we could wish for."

After an hour's pleasure trip through the woods the party again assembled for the closing luncheon of the day at the park pavilion. Long tables had been arranged on the verandas overlooking the Sound and the floral beauty of Point Defiance was used in decorating each of them. There were seats for all and a delicious menu of clam chowder, fish salads, ice cream and cakes and many other good things were served. For an hour the guests were allowed to forget the beauties of scenic Tacoma and were regaled with the tasty dishes of the Sound country.

Before leaving the tables the women of the party were presented with souvenir spoons of Tacoma, bearing the picture of the Perkins building, by S. A. Perkins. A feature of the earlier afternoon was the giving of souvenir postcards by the *Ledger* and the *Daily News* and the presentation of a copy of the invitation number of the *News* and a copy of the special edition published in honor of the National Editorial Association's visit.

PRATT WELCOMES VISITORS.

At the close of the meal, President Pratt of the Boosters' Club called for attention and delivered a brief address of welcome. "We greeted you at early dawn with the glad hand of friendship and as the sun sets on the great Pacific we must soon bid you farewell. We are glad to welcome you and do so from our hearts. Our one hope is that you will come back again and that you will retain pleasant memories of the modest city which says, 'We Hope You Like Tacoma.'" Mr. Pratt then introduced Joe Mitchell Chappel.

"Amid these beautiful surroundings, dumb indeed must be the tongue that cannot express appreciation," said Mr. Chappel. "Opportunity has been ringing the refrain all day. We appreciate the great opportunities offered by this beautiful city. Yes, we Like Tacoma, and not only like, but love Tacoma. Now, the only bitterness in our cup of joy is that we meet but to part so soon."

TOKEN FOR RETIRING PRESIDENT.

The well-known Eastern magazine publisher paid a glowing tribute to the city and the entertainers. He then addressed his remarks particularly to members of the association and said: "I appreciate the honor of being called upon to say a few words to our departing president of the past year—W. H. Mayes of Texas. We have loved him always for his kindness and consideration in so ably managing the affairs of this association. And now his administration passes out in a blaze of glory for this day and its pleasures have surely been wonderful.

Mr. Mayes, I have the great pleasure to present as a token of the love and affection of every member of this association the silver table service you see before you."

As the speaker reached this point a small table was brought before the former president, who stood near him, and upon it was laid the silver set of four dozen table pieces that had been purchased by the members.

"They are of the same sterling stuff of which you are made and while carrying them home and after presenting them to your wife in Texas, think of the golden hours you have passed with N. E. A."

The recipient of the gift was very much affected by the words of the speaker and while he was struggling to control his emotion some one in the throng started that old song, "For He's a Jolly Good Fellow," and all joined heartily in the chorus. In an eloquent little talk Mr. Mayes then spoke of the association's past, of his affiliation with it and expressed his thanks for the beautiful gift.

A distinguished American poet, Miss Edna Dean Proctor of Boston, was introduced to the assemblage by Chairman Pratt. This elderly woman, for she is now in her 71st year, recited the following from her poem entitled:

COLUMBIA'S EMBLEM.

The rose may bloom for England,
The lily for France unfold;
Ireland may honor the shamrock,
Scotland her thistle bold;
But the shield of the great Republic,
The glory of the West,
Shall bear a stalk of the tasseled Corn—
The sun's supreme bequest!
The arbutus and the goldenrod
The heart of the North may cheer,
And the mountain laurel for Maryland
Its royal clusters rear;
And jasmine and magnolia
The crest of the South adorn;
But the wide Republic's emblem
Is the bounteous, golden Corn!

MT. TACOMA THE PROPER NAME.

Miss Proctor has been a student and writer of Indian lore for years and is greatly interested in Mt. Tacoma. "Tacoma," she said, "it is such a beautiful name. The other name is not right and should not be used. I don't like the idea of calling it Mt. Rainier. Strangers, you know, may always say what they please, and I shall say Mt. Tacoma.

"The old Indian name that antedates all others should be used. We owe it as a monument to the Indians, and I believe public opinion will some day change the new name back to the old and make that wondrous peak known universally as Mt. Tacoma."

"FATHER HERBERT" IS HEARD.

B. B. Herbert of Chicago, publisher of the NATIONAL PRINTER-JOURNALIST, the official organ of the society, who is known as the "Father of the National Editorial Association," was called upon for an address.

"It is twenty-four years since we organized this Association in New Orleans, and now I am sixty-six years young, for on such inspiring occasions I feel I am the youngest man in the Association," laughed the first charter member. Mr. Herbert gave a brief sketch of the life of the Association and complimented Tacoma upon her beautiful city and the warmth of the reception given by her people.

Carrie Shaw Rice of Tacoma recited a beautiful poem of welcome which she had written especially for the occasion.

W. F. Parrott, Waterloo, Iowa, corresponding secretary, after saying that he was long on announcements and short on speeches, outlined the trip of the Association from Chicago to this city, the success attending the national convention in Seattle and the future plans.

One of the most interesting and delightful speeches of the afternoon was made by a Southern woman, the owner of three newspapers—Mrs. M. L. Turnage of Belzoni, Miss. In her droll Dixie accent she said:

"I am dead in love with Tacoma, for here your hearts are as big as barn doors. I wish I could stay here forever, and my dearest wish is to return. We do like Tacoma. We like it so much that we will give its story the top of the column and the best space in our papers. I am as talkative as every woman, but am at a loss for words to express my appreciation of the courtesies you all have extended today."

Mayor John W. Linck and Frank B. Cole of Tacoma were among the other speakers of the afternoon.

In the closing address of the day Manager John H. Williams of the local A.-Y.-P. Committee told the editorial folk of the campaign planned by Tacoma for the establishment of the old Indian name as the only one for the great mountain peak nearby. He gave the history of the mountain's peak and urged the editors to use the original one and not that adopted upon the coming of the white man. In the campaign planned the local committee will send out literature on this subject to many Eastern publications, and the representatives of those present yesterady assured the Tacoma hosts that they would comply gladly with the request.

PRESIDENT POMEROY GIVES THANKS.

President Pomeroy, of the Editorial Association, editor of the Repository of Chambersubrg, Pa., voiced the appreciation of the visitors in an enthusiastic opinion of Tacoma and her hospitality.

representatives of those present yesterday assured the Tacoma's reception is simply fine," said Mr. Pomeroy. "I was in Tacoma ten years ago when the Editorial Association met in Portland. This city's growth since then is certainly remarkable. But what impresses me most is your magnificent harbor. It is far ahead of the harbor at Seattle or anywhere else I have visited."

At 8:30 o'clock the visitors again boarded the steamer Kitsap in company with many members of the entertainment committee and left Point Defiance for Seattle. Today 130 of their number will leave on a special steamer for a twenty days' excursion to Juneau and other Alaska points. The remainder will spend a few days in Seattle and then return to their Eastern homes.

With them on their homeward journey all are taking literature concerning Tacoma, newspapers of this city and other souvenirs of the most pleasurable day they say they spent in the Northwest. Other literature will soon be addressed to them from this city and Tacoma will doubtless receive such an amount of advertising as cannot be estimated as a result of her successful efforts in making the day the most joyous one that any party of visitors has known here this summer.

ONE GLANCE ENOUGH.

OFFICE LA GRANDE MORNING STAR.
LA GRANDE, OREGON, August 11, 1909.

Editor Printer-Journalist, Chicago, Ill.

DEAR SIR:—One glance at the sample copy of your journal convinced me it was just what I have been looking for. I am trying to run a newspaper worthy of the live western town in which I am located. I did not have special training in college but a liberal arts course and, consequently, hungry for something that will keep me up with the times on best newspaper methods. Hoping the enclosed subscription will start me as a permanent member of your circle, I am,

Yours truly, CALVIN THOMSON.

A Successful Newspaper Picnic

Arthur Capper, publisher of the Topeka *Capital*, gave a picnic for the children of Topeka Tuesday, August 17th, which was the biggest thing in Kansas this year. The picnic was held at Vinewood, the largest park in the city and over 12,000 boys and girls were the guests of the Daily *Capital*. All the concessions of the park were free to the children, and besides, there was an interesting special program of games and athletic contests with many prizes for the boys and girls. They were also invited to write letters to the *Capital* about the picnic and prizes were given for the best letters. The next day a large delegation of boys and girls called at the Daily *Capital* office to thank Mr. Capper for the fine entertainment he had given them. They were loud in their praises of the Daily *Capital* and the chief spokesman of the party declared that they were for Mr. Capper for President of the United States.

Prize Winners Gratified

ASHVILLE, N. C., July 12, 1909.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

MY DEAR SIR:—Just received your letter of congratulations containing check for Five Dollars ($5.00) as first prize in letter head contest for the *Cement Era*.

It certainly was a pleasure as well as an inspiration to have received this reward, and while I "need the money" I expect to have your letter and prize framed and preserve same as an "heir-loom."

Thanks for your trouble in handing bill and statement to The *Cement Era*.

With kindest regards for you personally and best wishes for the NATIONAL PRINTER-JOURNALIST, I am,

Very truly yours, HOWARD C. HULL.

WORCESTER, MASS., July 14, 1909.

Mr. B. B. Herbert.

MY DEAR SIR:—Yours of the 8th at hand. I thank you for award made me in recent contest. Wishing the N. P.-J. a continuation of the success it has enjoyed in the past, I remain, Sincerely yours, WINFRED ARTHUR WOODIS.

LIMA, N. Y., July 20, 1909.

Mr. B. B. Herbert,

DEAR SIR:—I am in receipt of the prize money and book won in the letter head contest for which you have my sincere thanks. I have been a close student of the Job Department of the N. P.-J. for sometime and it has been a great help to me. Such a department not only helps a printer to strengthen his weak points but rather encourages one to strive for better work.

Wishing you the success which you richly deserve for publishing such an excellent Journal, I remain,

Yours for better printing, F. A. VAN GELDER.

CAMDEN, N. J., July 10, 1909.

National Printer-Journalist, Chicago, Ill.,

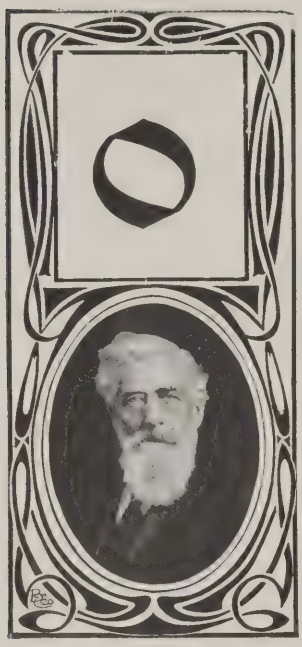
MR. EDITOR:—Well, I have never been more surprised and elated than when I received your letter today announcing I was one of the letter head prize winners. I certainly did not expect to bag one of the prizes. Its both interesting and educating to any compositor to enter these contests and its to be regretted that there are not more contests conducted on all kinds of job work.

Thanking you very much and wishing the N. P.-J. a prosperous future, I remain, Yours very truly,

WARREN S. DRESSLER.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.



ON August 19th, the excellent paper of our friend, Wm. J. Kline, of the *Evening Recorder,* completed its third decade of service and usefulness to that old city of the Knickerbocker State, the name of which used to furnish the word and syllables for lively and puzzling charades away up in Minnesota, in our boyhood days, Amster-dam, which we used to portray in scenes made lively by words and action, with utter disregard to the orthography. The *Recorder* "Am" a "stir" ing paper and never "dams" the stream of progress, though as the editor states, in entering the thirty-first year:

"It never aimed to do what it could not do. It has steadily increased in dimensions, circulation and influence, with the growth of Amsterdam. It has not been lacking in any enterprise for the advancement of its own and the city's interests. Nearly all the improvements that have pushed Amsterdam toward the front have been attained during the thirty years of the *Evening Recorder's* activities, and their attainment always has had its hearty support, as other efforts for the betterment of life, morals and business in this city will have in time to come."

The record is one of which to boast and the principles and good resolutions, for active usefulness, such as should be exemplified by every home paper worthy the name of a newspaper. We notice that the Amsterdam *Morning Sentinel,* the competitor of the *Recorder* and of opposing politics, mentions, in a most commendatory manner, the fact that Mr. Gardiner Kline, who has been for many years associated with his father, W. J. Kline in the conduct of the *Recorder* as a junior member of the firm of William J. Kline & Son Co., is being urged for nomination on the Republican ticket as a member of the New York Assembly.

All of which shows that Mr. W. J. Kline has known how and has been able to raise a noble, worthy son, as well as to conduct a good newspaper—two more difficult accomplishments or two of more value to the State or more deserving of honor and praise are not known among men in this fast age in this free America.

Here is the Milwaukee *Sentinel* of August 24th, with a great Industrial Section of thirty-five pages, so that Brother Pierce of Massachusetts is not the only newspaper publisher who deems August a good month for extra effort. The *Sentinel* issued its Industrial Section in magazine form with pages 12 x17 inches in size and calls the same "Milwaukee in Tabloid," "Dedicated to the constructive new-time in the affairs of a great commercial and industrial city and an assemblage of notable concerns." The "Tabloid" is reinforced by a reproduction of the latest photograph, showing the skyline of Milwaukee's business on the first page of the regular issue. The magazine section has a tastefully designed first page, illustrating knowledge and progress, industry and commerce with glimpses of factories and ships in the background. On the opening page is a comprehensive article under the caption of "Greater Milwaukee," by William George Bruce, the comprehensiveness of which will be understood from the following sub-heads: "The Second Industrial City," "Our Principal Manufacturing Interests, (in which iron, steel and heavy machinery ranks first, leather second, packed meats third, and beer and malt comes fourth); "Trade and Transportation," "Manufacturing and Industrial Development; "Milwaukee's Commercial Sustenance;" "The Basis of Stability;" "Organized Effort for Trade Promotion;" "Has Competitive Qualities;" "Rounding Out Possibilities." This matter is all of high interest and value. In organized effort for trade Milwaukee has been persistent and successful. Annually, for ten years past, a large number of wholesale merchants and jobbers have visited, in a body, cities and towns in a chosen territory to advance Milwaukee's commercial interests. Hundreds of cities have been visited. Spring and fall buyers' excursions are promoted, two hundred thousand invitations being sent out by the Jobbers and Manufacturers' Association for each excursion.

From ten to fifteen inches of inside pages are given up to articles with about an inch of reading at the top of the first and second columns, and running from five to eight inches on each of the two right-hand columns, and the remainder is devoted to advertisements. This make-up is rather a reversal of the rule laid down in these pages, and we do not readily see why the advertising would not have been equally conspicuous and the pages have looked much more attractive and artistic had the length of the reading matter been the greater in the two first columns, closing, instead of beginning, with the inch spaces. There are from

thirty-four to forty inches of displayed local ads on thirty-three of the inside pages, the second and last containing full-page ads. It is to be presumed that this advertising was all specially secured for this "Tabloid Section," and certainly it is a wonderful showing for an August issue.

Hon. Ernest H. Pierce of Revere, Mass., was missed this year from the sessions of the National Editorial Association but he was remembered, and a copy, the "Prosperity Number," of the Revere *Journal*, bearing date of August 14, 1909, furnishes indisputable evidence that he was usefully and profitably employed and very busy. It was his busy time. It seems a little singular to choose August, the vacation month, for the issuing of a special number, but why not? The special features are liable to be given greater attention and the descriptive, historical, biographical and other special matter to receive more thorough reading than during the rush of the holidays and the opening of the new year. What could be pleasanter than when off in the mountains, or at the seashore, off in nature's loneliness and wildness or at some favorite resort, to get or receive a great, handsome, illustrated issue of the home paper and read, while resting or recreating, of all the accomplishments of the busy year, of the doings of the home people, with portraits of their well-known, kindly faces and to view the reproduced beauties of the home residences and grounds, historic buildings and beauty nooks. Then, if new friends of the vacation time are around, how pleasing to show such a paper and to discourse in a friendly, confidential and modest way, on all the attractiveness of your home-town. We are not so sure but that advertising in a paper at such a time is more effective than when the rush is on. There is a philosophy in advertising when people are at leisure and can read, consider, digest and remember, and when they are feeling needs in business, manufacturing, or printing.

This "Prosperity Number" of the Revere *Journal* is handsomely printed on excellent book paper and well illustrated with portraits and views in halftones. Revere, while really a part of Boston and, in Chicago, would be prized for its comparatively central location, keeps up its separate identity and township and village organization which makes it a better place than it would be otherwise for the conducting of a home paper. It is a pretty residence section or ideal home town with an estimated property valuation for 1909 of $15,550,000, an increase in wealth from $855,950, or eighteen-fold, which would be a pretty good showing for any town in the West, where we boast great growth and enterprise. Massachusetts is not a back number or moss grown. This Prosperity Number urges the fact that "Revere Offers Good Locations," and is "Well Situated for Large Manufacturing Plants and Industrial Establishments." Another heading of a well-written and convincing article is, "Prosperous Revere — This Town Entering Upon an Era of Business Success and Advancement." Then the subjects, "Revere Real Estate" and "Ideal Home-Town—Revere's Many Great Advantages and Its Desirability as a Place of Residence," are ably handled and show that town — named after the famous midnight rider, Paul Revere, to give the alarm to the Lexington patriots—is still in the full vigor of growth. A "Story of Thirty Years as a Moderator," by Albert S. Burnham, who has served his town in that capacity for three decades, is full of interest and instruction and reminds one of De Tocqueville's wise words on these "Miniature Republics." Mr. Burnham says:

"It is hardly to be doubted but that the doing away with the town meeting plan has been a retrograde fall from the highest and best ideals of a government by the people." In our large cities, even, it would be better for the people to meet by precincts, containing from two hundred to three hundred voters and freely discuss and pass upon measures and candidates than to proceed by the present cut-and-dried methods by which a single political boss or at most a few bosses, in the back-room of some law office or saloon, determine on political candidates or policies and ask the people to vote for them at a preliminary election or caucus.

This Prosperity Number makes a splendid showing of schools and churches and of the Revere Town Hall, described several years since in these pages, and of the world-known Revere Beach Reserve and Bath House under the control of the State of Massachusetts. The portraits prove that Revere possesses men of ability and enterprise and a view of a group enjoying an outing at Point Pines, Bethel, is especially interesting, showing as it does many of the prominent men of the State, among whom are Governor Draper and members of his staff, ex-Governor John L. Bates and his father, Dr. L. B. Bates of the Baptist Bethel, State Treasurer Elmer L. Stevens, State Auditor Henry E. Turner, Councillor Walter S. Glidden, Senator Lewis Burnham, Mayor Walker of Waltham, Mayor Wardwell of Cambridge, ex-Mayor Carter of Chelsea, Editor E. H. Pierce, and other prominent men of Revere. What we noticed was that the keeping of communities separate instead of merging all into one great city, gives rise to many mayors with individual responsibility for their respective municipalities.

This is a model special issue in every way and is characterized by liberal advertising patronage. Why not adopt Mr. Pierce's wise and successful plan and get out a special issue in the dull season when there is abundance of time for the preparation of matter and illustrations and when more business is much needed? It may take a little more work, but there is an abundance of time then for more work and we believe that the results can be made more satisfactory and more lasting than in the rush of busy times.

The Medics and Advertising

AY, George," said a country editor to a life-long friend who had just graduated from a medical school, "don't you want a card in the Journal?" "No, I don't believe in advertising," was the prompt and emphatic reply. The training of medical and dental students includes an alleged anti-publicity campaign. While it is granted that men have a right to disbelieve in advertising and that schools have a right to teach such disbelief, the fact is potent that these men and schools are persistently and intentionally untrue to their professions.

"Well, you must have it in for Jones. You never mention him as the attending physician. In your account of that accident last week you failed to state that he rendered medical aid." The questioner and Jones were both friends of the editor but both have been sore for years because the Journal has acted in accord with their alleged creed of no-publicity.

It might be argued that the policy of this newspaper indicates an attempt to force Doctors to advertise. Yet, if a doctor is consistent, he he will welcome such policy. But whatever the claim of the doctor or teaching of school, their whole system gives the lie direct to a non-publicity belief. For a year before graduation, each student is called Doctor by faculty and students. And by precept and example throughout life, all doctors and dentists teach the public to advertise their business every time their names are mentioned. A man may study law, engineering, bookkeeping, journalism or other professions and neither his alma mater nor his friends are instrumental in promoting for him a free advertising scheme every time they mention his name.

Yet that is what doctors and their schools do—and the dear public (including newspapers) are easy marks. They go on forever furnishing free advertising to men who claim they do not believe in publicity.

O, consistency, thou art a jewel with whom many doctors are not acquainted.

For newspapers to adopt a policy in harmony with the alleged belief of these medical men would, in some cases, make friction between friends; but until publishers unite and persistently accept in good faith these statements of doctors, newspapers are mere tools of medical men. The matter is made more difficult since some of these professional men believe in and purchase newspaper space—and these are not all quacks. One of the best doctors I know has a card in several papers.

The revenue lost by publishers is of small moment. The principle involved is the major consideration. The National Printer-Journalist will be glad to receive ideas from others of the fraternity along these lines.

Items of interest With the Trade

A. F. Leopold of Chicago,, will be identified with W. L. Odett of Elgin, in the new Kenosha, Wis., *Journal.*

The *Record,* Lewistown, Ill., is to have a new two-story building for which a Bloomington architect drew plans.

Frank A. Zenders, managing editor of the Lansing, Mich., Daily *Tribune*, since the death of O. T. Allen, has resigned. He is succeeded by Weld T. Burdick, well known member of the staff.

The Merrill, Wis., *Advocate,* edited by K. C. Thompson, the oldest paper in Lincoln county, was sold at sheriff's sale. It is reported that W. M. Allen, editor of the Merrill *Star*, has purchased the *Advocate* from John Van Hecke, who bid it in, and will consolidate the two papers under the name of *Star-Advocate.*

The Winnebago *Anzeiger,* a German weekly that has been published at Neenah, Wis., for years by John Klinker, has been sold to H. M. Meyer of Appleton, Wis., who will continue the publication.

The Chicago Press Club has arranged with the Central Trust Company for a loan of $30,000 for five years. The money is to be used in remodeling and beautifying the club quarters in the building at 116-118 Dearborn St.

M. J. Furry, editor of the Times, lawyer, ex-legislator and widely known state politician, died at his home in Alden, Iowa, Aug. 8. Death was due to paralysis, caused by anaemia, from which he had been suffering for the past two years.

The Rock County *Advance,* published in Beloit, Wis., under the editorship of W. C. Dean, has taken over the subscription list and good will of the *Good Citizen*, a weekly published by L. B. King at Neilsville, Clark county.

Franklin W. Heath,

The Newly Elected Secretary United Typothetæ of America, The Bourse, Philadelphia, Pa.

F. Grow and his son, Harold of Neilsville, Wis., have purchased a half interest in the Neilsville Times. The new firm name is Grow, Williamson & Grow. C. F. Grow is a leading attorney, president of the Neillsville bank and a member of the abstract, real estate and insurance firm of Grow, Schuster & Co. Harold has been in the *Times* office for some years learning the business.

Mrs. Mary E. Reese-Wheelock, wife of L. E. Wheelock, the young editor of the Hudson, Iowa, *Record,* who died recently after a short illness of Bright's disease, is displaying the true Spartan spirit in announcing that she will take up the duties laid down by her husband when death claimed him. Besides the wife, a two-year-old son survives Mr. Wheelock who was 31 years old and bought the *Record* from M. L. Boyd in 1907.

Manual Training and the Olympia, Washington, Exhibit at the Alaska-Yukon-Pacific Exposition

N the heart to heart talks of the editors and publishers on the S. S. Northwestern, during the trip to and from Alaska, one thing was made prominent and established by the relations of experiences of signal and permanent success. This was, that, aside from the giving of all the home and neighborhood news, newspapers should be made useful, in every possible way, to the communities and cities served thereby. To this end, there should be live editorials, founded on thorough information, earnest, pointed and enlightening.

In this day and country, when and where the conservation of resources is placed to the front as being of highest importance, the highest conservation of the youth and the development of their powers should not be overlooked. While the conservation of natural resources and keeping them within the control of the people, can not be too much prized, considered and enforced, the industrial, all-around development and training of the youth, who are to use and control and enjoy these, as responsible citizens, must not be neglected or given any secondary or subordinate place. Besides this, poor roads in this country cause in the aggregate, a greater loss to the Nation each year than does the destruction of our forests. We are glad to present elsewhere this month, in extracts from an able address by Past-President H. B. Varner, something as to the value of good roads and the ways of se-

curing them and the duties of the press with regard thereto, and are much pleased to give something of the successful methods of manual training as shown in the model exhibit of the Olympia, Washington, High School, at the Alaska-Yukon Pacific Exposition, as a means of opening the way for greater usefulness by the newspapers in that regard—affording the means of teaching and inspiring by example. As to the installing of this exhibit, the Olympia *Daily Recorder* gave the following interesting account, rich in suggestions as to how to accomplish a good work:

"The fame of the Olympia departments, seconded by an invitation to the exposition managers from Superintendent F. O. Kreager, brought every member of the state board of fair commissioners on a visit to the Olympia High School, where they were shown the unique and practical methods and work of the departments, and were served with a sumptuous luncheon cooked and served by the girls of the domestic science class themselves.

GIRLS COOKING WINS FAIR BOARD.

"So delighted were the fair directors that they at once fell heartily in with the plan of the superintendent for having Olympia install a separate model exhibit of the departments in actual working order, with the students in attendance. For this purpose the directors appropriated $3,000 for the construction of a separate building as a wing to the educational building, the High School by repeating the performance of the senior class play, "The Stubbornness of Geraldine," at the theater, raised about $250 and the county commissioners appropriated the further sum of $1,000, giving the necessary funds for installing and operating the departments.

BOYS EQUIP BUILDING.

The manual training department was first installed, following the methods in vogue at the school of the students building everything required as a part of the work. The boys worked like Trojans building their work benches, tool cabinets, etc., and other shop equipment, and then turning in and constructing the tables, chairs, shelves and other equipment for the domestic science department.

The latter consists of two rooms, the kitchen and dining room, where, all in full view of the fair visitors, the meals are cooked, and model luncheons served to exposition guest parties, with attention paid to decorations, etc., with the table service perfect in all its appointments. A regularly prepared menu, consistent in its courses, is prepared and served, and the host who is entertaining is presented with the menu, the cost of each dish, and he merely pays the actual cost of the meal. The boys, meanwhile, are busy building chairs, tables, picture frames, cabinets and various other articles.

Wide attention was attracted at the inception of this exposition educative scheme, and assistance offered on all sides. L. H. Burnett, jeweler of Aberdeen and member of the fair board, contributed all the silver required, which is to go to the domestic science department of the Aberdeen schools after

THE LADY HOSTS OF THE A.-Y.-P. EXPOSITION.

Left to Right around table:—MRS. J. A. FILCHER, Sacramento, Calif.; MRS. FLORA FONDA NADEAN (Wife of Director General Nadean) Seattle, Wash.; MRS. M. A. THOMPSON (Womans Building) Seattle, Wash.; MRS. C. B. CORBUSIER, Tanona, Alaska; MRS. H. W. ALLEN, Director Womans Dept. A.-Y.-P. E. Spokane, Wash.; MRS. ANNA M. CHILBERG Seattle, Wash.; MRS. MARY E. HART, Alaska Bldg.; MRS. J. C. McBRIDE, Juneau, Alaska; MRS. FRANK WIGGINS, Los Angeles, Calif.

the fair is over. The Diston Tool Company contributed all the Diston saws required. A turning lathe, band saw and other machines were contributed, and the model shop is running full blast.

OLYMPIA STUDENTS AT FAIR.

The boys and girls of the departments go from Olympia in regular contingents and remain for one month each. The girls are under supervision of a chaperon besides the instructor in domestic science in the schools, and the boys are also under careful supervision. Each member has several hours off a day and the evenings in which to take in the sights of the fair, and make a study of the lines in which they are especially interested. The exhibit is, therefore, of great educational value to the students, as well as demonstrating to the public the practical and valuable nature of the work and the instruction therein."

In company with the gentlemen whose signatures and portraits appear in the illustration, from photograph secured and furnished by Professor Frank O. Kreager, for three years in charge of the Olympia schools but soon to join the faculty

National Editors' Luncheon

July 20 1909

In Charge — Fern Gardiner and Agnes Taylor

Serving — Gladys Mann and Elsie Leslie

Decoration — Carnations

Guests — Menu — Cost

Milk	.20
Eggs	.35
Lemons	.25
Olives	.25
Nuts	.20
Marmalade	.30
Beans	.50
Butter	.35
Milk	.10
Bananas	.30
Cream	.10
Grape fruit	.50
Meat	1.00
Pine apple	.25
Cream	.20
Total	5.55

Editors at Dinner Given by the Girls' Cooking School Class of the Olympia, Washington, High School.

of the State School at Pullman, Washington, we were permitted to examine this interesting exhibit, under his charge, in the Domestic Science Building and to partake of the dinner prepared by the young ladies who are fitting themselves, nobly, to do their parts, as happy, thrifty home makers and keepers. From Prof. Kreager we secured the following informing facts, showing that this work can be successful in any neighborhood or city large enough to have a High School. Olympia has a population of 8,000 and a school population of 1,600 with a school enrollment of about 1,400:

In 1906 the District indebtedness was 110,000 dollars with no High School building, there were 3 ward schools, the High school was in the attic of one building, with High school enrollment 150. There was no instruction in drawing, music, manual training or domestic science.

In 1906-07, music was introduced and Miss Anna Reinhart (Stanford '06) put in charge for 3 months to give drawing lessons a trial at $30 a month; at the end of 3 months, a public exhibition of work was held and drawing was added permanently and Miss Reinhart placed on full salary and mechanical drawing added in high school. A new high school was built and the Women's Club interested in Manual training and Domestic Science, the Board was induced to add Manual training and Domestic Science courses for 1907-08, and Chas. Briffett was secured for Manual training teacher and Josephine McCaun (State College of Washington '07) for Domestic Science. The plan of the Supt. to start with lumber pile and tools and boys and build every thing was smiled at by the wise ones.

Olympia, Washington, High School Class, making a Study of the Western Woods.

In October 1907, $350 was appropriated for tools, $150 for kitchen equipment, $150 for lumber, and the boys, under Mr. Briffett started work. The shop and kitchen were equipped during the year and gasoline, gas and hot water plants were installed by the boys,—no plumber or steam fitter was employed or needed. The work proved an immense success.

In 1908-9, the second year course was added in both Manual training and Domestic Science. Through the serving of a model luncheon, Governor Hay, the Washington State Commissioner, became interested and decided to have the entire Olympia plan demonstrated at the A.-Y.-P. Exposition. Miss Boyles had taken Miss McCaun's place; Mr. W. F. Barnes succeeded Mr. Briffett in April 1909. Mr. Briffett is now in charge of the manual training at the State Training School, Chehalis, Washington, and is one of the very best teachers of Manual training.

Two years of the work in Olympia has convinced the most skeptical of the practical, educational, and moral value of both Manual training and Domestic Science.

The success, as indicated, by this brief resume, has worked not only to the great advantage of the city but to the teachers, whose success has brought them advanced positions. The way to introduce Manual training is to introduce it and then it will take care of itself, just as did the resumption of specie payments when the U. S. found "the way to resume was to resume." The following are the illustrations shown on another page with the lessons that they teach:

No. 1. O. H. S. Cooking Room. Near view of tables showing fineness of joinery work of manual training class. Individual cooking equipment displayed on table.

No. 2. O. H. S. First Class in domestic science 1907-08. Tables used built by the boys—are listed in cost at $150.00 to $250.00 each. Cost to build $37.50 each, 24 feet long, accomodate 12 girls each, gas piping done by the boys.

No. 3. O. H. S. Cooking. "The honeymoon ends where the soggy biscuit begins." First year class. Kitchen partially equipped. Domestic science has worked wonders for the girls of Olympia.

Olympia High School. Finishing corner of shop, showing a few of the many articles made by the boys. Value of furniture taken home by boys in 2 years, $1,500.00. Boys pay for material—the actual cost.

No. 5. O. H. S. Shop. Built by the boys. Work benches built, motor, shafting and turning both installed. Amount saved by school district in two years through work of the boys, $2,500.00.

No. 6. O. H. S. Shop. Working overtime, no thought of street gang, pool room, or saloon. Keep the boy in the right road by keeping his mind and body busy in the shop. A bad boy is nearly always made so by misdirected energy.

No. 7. O. H. S. Shop, Framing pictures for the schools. Through the Turner Art Co., $300.00 was raised and invested in unframed pictures. These pictures, after framing by the boys, are valued at $600.00 See blackboard, "Until further notice this shop will close at 6 P. M. C. H. B."

No. 8. O. H. S. Drawing Room. Free hand drawing constitutes 1/5 of the domestic science course. Mechanical drawing 2/5 of the manual training course.. Sketching from life. Stands made in shop.

No. 9. Sewing class. Girls learn to measure, draft patterns and make their own clothes, in the 2 year course of the O. H. S.

No.10. O. H. S. Botany class making a study of western woods.

President Pomeroy Appoints Postal and Legislative Committees

CHAMBERSBURG, PA., August 16th, 1909.

Mr. B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—I have appointed the following committees:

Postal Laws—B. B. Herbert, Illinois, Chairman; L. A, Sherman, Michigan; Wm. C. Hammer Esq., North Carolina; Henry B. Hale, Connecticut; Col. R. R. Perry, Kentucky.

Legislative—Hon. G. E. Hosmer, Colorado, Chairman; F. L. McKenzie, Alabama; W. L. Black, Illinois; John A. Metcalf, Montana; Hon. H. M. Wells, Nebraska.

As chairman of Postal Laws Committee, you will act as circumstances dictate and make your report at the next annual convention.

With kind regards, I am, Yours truly,

A. NEVIN POMEROY,
President N. E. A.

August 14, Colonel Joseph Eiboeck, editor of the *States Anzieger,* at Des Moines, Ia., celebrated his fiftieth anniversary as an Iowa editor. Friends of Colonel Eiboeck over the State joined in a reception in his honor on that day.

Views showing Exhibits of the Domestic Science and Manual Training Classes of the Olympia, Washington, High School at the Alaska-Yukon-Pacific Exposition, (See description in article)

THE PRINTING BUSINESS IS FLOURISHING

"WHAT is the state of business in the printing trade?" was asked of the American Type Founders Company. In substance the answer was: the printing business is flourishing. It is depressed in some limited localities, but nationally it is expanding wonderfully. We say this authoritatively, as our business comes from every section of the country. Our output is constantly and rapidly increasing. It is now mid-summer, and one of our difficulties is the inability to find sufficient trained type-casters. Last year we made an addition to our central type foundry which in itself exceeds the entire area utilized by what is in some quarters rated as a considerable type foundry. This year we have been compelled to make another addition of equal type-casting space. In no previous period have we cast so much type. Further, it is a fact that hand composition is increasing in the better class offices. As illustrating the magnitude of demand for a really popular type face, we are informed that the American Type Founders Company runs sixty automatic typecasting machines constantly on its Cheltenham types alone. Perhaps the depression complained of in some localities is due to a tendency to localize exertions to procure orders. The efficient printer, like any other manufacturer should know no geographical limits.

* * *

SCOTT PRESSES IN DEMAND

On account of the many orders received for latest improved Scott presses, the large plant of Walter Scott & Co., in Plainfield, N. J., is working day and night. This concern has been busily engaged in the making of newly designed printing presses that are marvels of perfection and efficiency. Their efforts have not been confined to one line, and nothing shows the capacity of this firm so well as the list of the new machines they have brought out recently.

In the flat-bed line they have placed on the market a new Drum Cylinder Press especially designed to fit the requirements of newspaper offices in smaller towns, and although the first machine of this kind was shipped only in January of this year, over twenty are now in operation and more than thirty are under construction on orders.

Their Rotary Offset Press met with instant success, not an inconsiderable achievement when the trials and tribulations which other makers first experienced are taken into consideration. Orders are on hand for quite a number of these machines, and they may well claim that the Scott Offset Presses are "Built by the people who know how."

In the Lithographic Line they have also put on the market their latest improved Standard Flat-Bed Press with Cylinder Ink Distribution, and orders for a number of these machines are being filled. The superiority of Scott Litho. Presses has been well established for many years, and this new press sets the mark still higher.

In Rotary Presses, of which they build a large number, they have made splendid progress. Their Sheet-Feed Rotary Two-Revolution Press has been in successful operation for over five years, and this experience has enabled them to further improve that machine so that a new style of this press is now on the market and will be sure to more than fulfill the purchasers' expectations.

Their famous All Size Rotary Presses are so well known that no extended description is required, but the new thing there is their patented All Size Rotary Folder which greatly adds to the range of this versatile press and increases its earning capacity still further. A valuable feature of this equipment is that it does not interfere with the usual flat delivery, so that anything may be done on the press.

Orders for a number of Rotary Magazine Presses are also being executed. The most interesting of these are mammoth machines which are capable of printing high-class magazines in any desired numbers of pages, in as many colors as wanted, and the still more marvelous part is that additional flat-printed cover and insert sheets are associated with the product of the rotary press and the entire magazine is delivered completely bound and wire-stitched, in book form, open on three sides. These machines are about forty feet long, twelve feet high, and twelve feet wide, yet the design is so perfect that every part of the machine is instantly accessible and no tapes touch the web-printed portion of the product.

There is also great activity in the newspaper press line which includes every size of rotary press from the smallest four and eight page press up to the largest used by the metropolitan dailies. Notable among these are some new style Quadruple and Sextuple Combination Color Presses that will operate faster than any other machines of that description due to their entirely rotary mechanisms, extreme simplicity, and excellent design. These machines will soon be in operation in some of the most prominent newspaper offices in the country.

Walter Scott & Co. also have orders for several of their "Speed-Kings" which is what they call their new "Double-Speed" Presses. These machines are the fastest newspaper presses in the world. They turn out twice the product of the usual machine, and one-third faster than the highest speed machines of any other make, but the greatest advantage is that the machine is simplified to the utmost, uses regular semi-circular plates and has the fewest possible parts. It is comparatively small, easy to work around and has all the exclusive Scott features.

From the above it will be seen that the Scott Company is very much alive. Eight new styles of presses out inside of eight months is a record to be proud of, and it certainly speaks well for the ability and capacity of the designers. To prospective purchasers it means that the Scott people are more than keeping abreast with the times and that Scott Presses are the latest and best machines, no matter what the requirements of the purchaser are.

* * *

THE UNITYPE

NEW YORK, August 12, 1909.

National Printer-Journalist, Ravenswood Park, Chicago, Ill.

GENTLEMEN:—We will be compelled to omit the Unitype advertisement this month. We have been so overwhelmed with inquiries that with five stenographers in our office and the assistance of three outside, we are not able to catch up with the work. We have had to have postal cards printed and mailed so as to explain the delay.

We hope you will find a place for this communication in your reading columns so it will reach the eye of those of your readers who have written us, and it will also serve to indicate the merits of good advertising to the users of your space. Please reserve a place in your next number.

Cordially yours,

WOOD & NATHAN COMPANY,

Paul Nathan, General Manager.

SO YOU APPRECIATE QUALITY—REALLY?

We all appreciate the man or firm who builds his or its business on quality lines. Such concerns alone advance the trades. We have noticed that the most successful business men are those who buy quality. Quality endureth long, is always on the job, is never tired, is really the cheapest, fooleth not its possessor and layeth up treasures for him. What foolishness it is to buy counterfeits of quality! Wesel, who has made "Wesel Quality" world famous, sends us these sentiments. Wesel's customers among printers are the most prosperous, for they are quality buyers and consequently quality sellers, profit gatherers and the real unfooled bargain-getters. Wesel is sending out to all applicants his catalogue of Printing Machinery and Materials—all "Wesel Quality," and we feel sure that those who have not studied this extraordinary catalogue will be well repaid by doing so. They will get new ideas, of the kind that has increased the profits of thousands of Wesel's customers. Printing Material is only one (although the original) branch of the Wesel business. He makes and supplies complete electrotyping, photo-engraving and stereotyping plants.

* * *

The needs of the smaller publisher, whose volume of business will not warrant the installation of a Standard Linotype are well supplied by the Two-Letter Junior, which occupies a field peculiarly its own. While the manufacturers make no extravagant claims as to its capabilities for doing job work, maintaining that it is primarily a newspaper machine, it is a fact that a majority of the users are performing some remarkable feats in the way of job work on the Junior. All of them set a large proportion of their ad work on the machine, while jobs that contain straight matter, such as fair premium lists, constitutions and by-laws, etc., in various measures are handled with the greatest ease.

With the exercise of a little ingenuity on the part of the operator many things can be accomplished on the Junior that are not always apparent to him at the outset. As he becomes accustomed to his machine, he finds it can be used for a greater variety of work than he at first supposed possible.

The Mergenthaler Linotype Company have recently issued a four-page newspaper called "The Junior Linotype Extra," which was set in its entirety on the Two-Letter Junior. It is a splendid exposition of what the machine is capable of, and interested publishers would do well to write for a copy.

* * *

One would hardly look for anything particularly characteristic or artistic in a gothic letter and yet in the Monotone Gothic and its companion face, the Monotone Title just brought out by the American Type Founders Company, the printer will find qualities which will commend these series to his favor. Beautifully cut, monotone in color and proportionately graded in sizes, both of these types will be found useful and attractive for stationery, business announcements, cards and a variety of every-day printing. Specimens of these faces are shown elsewhere in this issue.

* * *

During a recent visit to New York City, a representative of the National Printer-Journalist had the pleasure of an interview, at the famed Flatiron Building, with members of the Auto Paper Feeder Company, who sell the Monosheet Feed, and was especially gratified in meeting Mr. Carl S. Hanau, the President and General Manager. Information gained showed that the Auto-Feeder was gaining in popularity. The machine is characterized by simplicity and accuracy of construction. The salient points claimed for the machine are: speed equal to the capacity of press or folder, absolute separation of sheets, only one sheet and always one; feeds paper of different thicknesses without adjustment; easy to operate, reliable, convenient; no intricate parts, no blow-pipes, no suction, no sheet edges damaged, no smutting of sheets, and no expert operator required.

The Monosheet Feed works on an entirely new principle. It has not half as many parts as other machines of its kind.

The Monosheet Feed is simplicity itself. The top sheet is removed by two fingers gently pulling it away from the pile. These fingers never miss. The action of these fingers in sliding the sheet from the pile is important, as it overcomes electricity between the sheets. The position of the fingers and the gentleness of their movement do away with all risk of smearing the print when the paper goes through on the other side, or for another color, as the sheet is only gripped on the front margin.

The sheet is delivered to the press in perfect register. It is always kept in control and the patent side guide does not release the sheet until it is actually taken by the grippers of the press.

The Monosheet Feed adapts its speed to the machine to which it is attached. The machine need not be slowed down to suit the speed of the feeder. It takes any thickness and quality of paper without special adjustment, and changes for different sizes take so short a time that it pays to use the Monosheet on the shortest of runs. A simple throw-off device instantly stops both the press and the feeder when necessary.

A simple machine, is easy to manage and there is nothing to get out of order. A printer can easily master the Monosheet after running it for a few hours.

The mechanical device for separating the sheets is ingenious, consisting of a soft rubber roller and a hard rubber pad approaching to, if not excelling, the method of separating sheets by the trained, sensitive human hand and doing the work more speedily and accurately.

* * *

The Linley Box & Paper Company announce that their business has increased so much during the past few months that they have been compelled to enlarge their manufacturing department and have recently purchased another first-class plant at Gas City, Ind. The business of the firm will be conducted from the Gas City office. The Louisville, Ky., office will be maintained as a city office only and all inquiries, orders, etc., will be handled from the general office at Gas City.

* * *

One of the latest machines installed in the new U. S. Government Printing Office, Washington, D. C., is a large size Brown & Carver high-speed Automatic Cutting Machine, built by Oswego Machine Works, Oswego, N. Y.

* * *

A. T. H. Brower has favored this office with a most unique and satisfactory book of instructions for the erecting and adjusting the No. 7 Brower Drum Cylinder Printing Press. It is unique in its fullness and completeness, not only enabling any printer to understand each part, its use, position and adjustment but any one, with sufficient knowledge to operate a Washington handpress, to erect, and adjust the press and put on a job and run without mishap, turning out as fine, clean and sharp work as is possible to any expert pressman. In addition to the enumeration, description and illustration of the parts, their positions and uses, there is a "Conspectus" or general outline, giving all desired facts as to the floor space required, height, weight, size of parts, etc., and also a large outline illustration on a sheet, folded in the back of the booklet, showing nearly one hundred numbered parts of the press in proper position, and the names of each

part printed beneath with corresponding numbers. These names indicate the uses. This "map method" of showing each part of a machine is certainly most perfect and satisfactory and is believed to be entirely new. The result of such a complete showing is educative and notably convenient and must result in a clearer understanding than would otherwise be possible and is a great saving of time and the securing of greater efficiency by the thoroughly informed operator. It is the method of teaching by the strikingly clear object lesson, that is always clearer and more lasting in the impressions made and freer from the possibilities of misconceptions or misunderstanding than is any other method. There is no little wisdom in the traditional demand of the Missourian "to be shown." The booklet is issued by the American Type Founders Company, the exclusive selling agent of the Brower Press, and is worthy of note for its typographical excellence; one feature, that of forming every two opposing pages into one panel by means of brass borders shows a feat in registering, folding and binding that would be found difficult to equal in neatness and perfection.

* * *

In 1859 John and Henry Lindenmeyr formed the firm of Lindenmeyr & Brother, their first place of business being at No. 13 North William Street, a site now occupied by the Brooklyn Bridge. Owing to the rapid increase of their business, they soon moved to 18 Spruce Street, and again in 1869 changed their quarters to 15 Beekman Street, shortly after, adding 17 Beekman Street. By this time the firm of Lindenmeyr & Brother had become an important factor in the paper business.

John Lindenmeyr retiring in 1875, the firm became Henry Lindenmeyr. In 1892 Henry Lindenmeyr admitted his sons, Gustave and Henry, Jr., in partnership, changing the name of the firm to Henry Lindenmeyr & Sons, by which it is known to this day. Henry Lindenmeyr died September 11, 1895.

* * *

As evidence of the rising tide of prosperity in the printing trade, the Lanston Monotype Machine Company reports that its sales for August have broken all previous records.

The sales of its Type Caster (see insert elsewhere) were particularly gratifying and prove that this machine is filling a long-felt want in newspaper ad-rooms. Judging from the number of inquiries the Monotype Company has received, no machine placed on the market in the past decade has aroused so much interest in newspaper circles. This interest is no doubt due to the fact that it is the fastest machine ever invented for casting type—it is guaranteed to turn a pound of metal into type in less than three minutes.

The wonderful Monotype Mold is responsible for this great output. Seldom can it be said of any mechanical device that it has reached a point where no further improvement is possible, but that is what the Monotype Company is confident it has attained in its reciprocating water-cooled mold—that it is the most perfect device that can be made for transforming molten metal into type.

That this confidence is justified is shown by the fact that every newspaper publisher who has made a thorough investigation of the different type-casters on the market has unhesitatingly decided in favor of the Monotype.

In speaking of the economy of the Monotype as a type-caster, the Jersey City *Journal* says: "We are keeping the machine busy casting up sorts, which we are storing away for future use, as we believe that business activity will be very much in evidence this fall and we are, therefore, preparing for the rush between times.

By the end of the year it would not surprise us much to find that we had saved from one-quarter to one-third the original cost of the machine by making our own type."

When one considers that casting display type is a "by-product"—one of the lesser advantages,—of the standard Monotype in a newspaper ad-room, some realization will be had of the truth of the statement that the Monotype pays its own way wherever it is installed.

* * *

From Henry Lindenmeyr & Sons, N. Y., comes a sample sheet of what is believed to be the lightest halftone paper in the market, on which is printed a 150 screen half-tone in black and a heavy cover design in duotone green. The paper takes and shows the cuts and type and ink in a very satisfactory manner, proving that it possesses the necessary surface, and opaqueness for fine half-tone, and carries color in a way to illustrate its adaptability for color work. Its extreme lightness is of importance where saving of weight is an object.

* * *

The Challenge Machinery Company of Grand Haven, Michigan, have sent us a sample of their new Quoins named the "Humplox," which locks and unlocks automatically without the use of springs, catches or other objectionable devices. It is as easily used as the ordinary Hempel Quoin and can be operated with the same key, the difference consisting in the "humps" on the center rib and in the jaw of the Quoin. These secure firmnness and hold the Quoins in place. Forms locked with these Quoins stay locked. There is no danger of their slipping and permitting the pying of forms, or of the Quoins slipping into the working parts of the press and causing breakage.

George West, political writer on the Des Moines *Register* and *Leader* for the last six months, goes to Santa Barbara. Cal., to accept a position on an evening daily, the Santa Barbara *Independent.*

Editors of *Once a Year,* the annual publication of the Milwaukee Press club, have been appointed for 1909, the issue to appear in November. George F. Lounsbury is editor, Walter Haight associate editor. The Press club plans to issue an unusually elaborate edition.

THE BEST EVER.

ELKINS, W. VA., August 21, 1909.

Benjamin B. Herbert, Chicago, Ill.

DEAR BROTHER HERBERT:—I think the August number of the NATIONAL PRINTER-JOURNALIST was the fullest of good things of any number I have ever read—and I have read a good many of them.

With kindest regards, I am,

Yours very truly,

HERMAN G. JOHNSON, Manager,
The Inter-Mountain Printing Company.

AN APPRECIATORY LETTER FROM THE BOOSTER BRANCH OF THE N. P. J. FAMILY.

Mr. B. B. Herbert, Chicago.

MY DEAR SIR:—The subscription cards sent me some days ago have been mailed to prospective subscribers, and I sincerely hope you will receive some returns from them. I have just returned from a two weeks' trip in the mountains—my native heath of Western North Carolina. I met our friend Hull in Asheville, and gave him the hearty-shake on his success in contest. I desire right here to express my appreciation of the award made in my entry. If I had not been so busy I would have given it more thought. As I passed through Marion, N. C., I gave Mr. S. E. Whitten your address, and urged him to subscribe for the N. P.-J. He is editor of Marion *Democrat.* Anything at any time I can do for you, command me. Very sincerely,

S. H. WHITE.

Photo-Engravers Lunched at Elka Park, Home of Ferdinand Wesel

One of the most enjoyable incidents of the Photo-engravers Convention was the entertainment feature for Wednesday afternoon and evening. After a short session Wednesday the Association proceeded in carriages and automobiles to Elka Park, ten miles through the mountains, to accept the hospitality of Ferdinand Wesel, of the F. Wesel Manufacturing Company. Elka Park is a restricted area in the Catskills, owned by an association of New York people who all have summer residences within its limits. Mr. Wesel is the president. His summer residence is in the form of a spacious Chateau, high on the mountains and commanding an extensive view. On their arrival, Mr. Wesel served a bountiful luncheon in the German style on the veranda of the club house as shown in the picture. Afterwards the company was received by Mr. and Mrs. Wesel in their residence.

Photo-Engravers at Elka Park Club House, Catskill Mountains, July 7, 1909

Value of a Newspaper Home

The *Sun-Republic* of Dodgeville, Wis., has shown its enterprise in the erection of a thoroughly modern building, constructed of brick with a fronting of cement blocks, as a permanent home of its own. Scarcely any one thing adds more to the giving to a newspaper a reputation for permanency and success than the possession of a home of its own, built for and adapted to the proper carrying on its business. This is especially promotive of greater growth and more business, when as, in this case, a handier and much more desirable location is secured. The *Sun-Republican* rightly congratulates itself over the accomplishment.

"No Man in the Business Should Be Without It."

J. West Goodwin, Pres't

THE BAZOO.
For Those Now on Earth.
No. 119 and 121 Ohio Street
SEDALIA MO

Aug. 8, 1909.

My Dear Herbert:-

I beg to enclose exchange for four dollars in full for your bill. I must have the Journalist. I think I have every copy since the Journalist was started. No man in the business should be without it, and I tell every one of the craft I meet to take it.

With best wishes, and kind personal regards, I beg to remain,

Very sincerely,

J. West Goodwin

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—BEST PAYING ONE-MAN WEEKLY PAPER and job office in Texas. $750.00 buys plant. Address TEXON, Mobeetie, Texas.

EXCHANGE YOUR OLD TYPE FOR NEW DURING this dull period. Three lbs. of old for 1 lb. of new; 6 lbs. soft, stereos, electros, etc., for 1 lb. new. EMPIRE TYPE FOUNDRY, 868 Ellicott Square, Buffalo, N. Y.

NEURNBERGER-RETTIG FOR SALE—One Neurnberger-Rettig Type Caster. Only reason for selling, have installed a Monotype. Address Robert L. Stillson Co., 122 Centre St., New York City.

ONE LANSTON MONOTYPE CASTING MACHINE, WITH keyboard. New within five years and in first-class condition. Cottrell, new high speed, Series No. 5, style K, printing press complete. In first class condition. Bed 34x46, 4 form rollers, Front fly delivery. Latest style bed movement, geared table, vibrator rollers, direct drive, C. & C. electric motor. First-class condition, complete. 3½ h.p., 220 volts, direct current, 950-1250 revolutions, resistance and latest style Cutler-Hammer controller, wire and switch. For lowest cash price address Willis D. Porter, 33 Broadway, New York.

THE CORDAY & GROSS COMPANY WANT A BINDery Foreman at once—the best in the business—one with strong executive ability; thoroughly competent on all catalog, booklet and folder work. Strictly sober, clear-minded, loyal man, has here a fine chance with all modern plant. Write fully your experience, present location and salary you hold your service worth to THE CORDAY & GROSS CO., 113 St. Clair Ave., Cleveland, Ohio.

NEW TYPE FOR OLD, 1 lb. for 3 lbs., or 1 lb. new Empire for 6 lbs. stereos, electros, etc. Beautiful faces like the Caslons, Cheltenhams, Winchell, etc. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

Only Daily in Fast Growing City of 20,000.

Large outside field in rapidly developing section. Extreme competition resulted in a consolidation and present opportunity for a constructive manager to buy right, develop a very profitable business and greatly increase the value of the property. Price $20,000.00. A reasonable cash payment, balance deferred, will buy this property, which, in a disorganized state, has a gross income of $18,000.00 annually. Well equipped, including two linotypes. Proposition No. 504.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

Different—of Course

A good many printers imagine their situation is exceptional—think honestly, tha they are different from everybody else. The main difference we have been able to get a focus on is that some men who make a living out of *other* people's advertising think *they* can do business without advertising.—If you are a real believer in advertising, get our proposition on building business for your job department—and do it now.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

GOOD WORK AND PROMPT SERVICE

REBUILT CYLINDERS NOW IN STOCK

Every Press Thoroughly Rebuilt from the Ground Up and Guaranteed to be in Good Working Order

33 17x22 POTTER DRUM—Two rollers, rack and screw distribution, air springs, foundation, tapeless delivery speed 3,000, base 5-3x3-5, size of paper 17x22..... $450.00

36 22x26 BABCOCK STANDARD DRUM—Two form rollers, rack and screw distribution, tapeless delivery, air springs, fast job press, speed 1,800 ..... $475.00

45 27x37 PROUTY COUNTRY—Two rollers, 7-col. newspaper press, hand or steam $340.00

46 29x42 HOE DRUM—Box frame, two rollers, rack and screw distribution, wire springs, tapeless delivery, steam fixtures, speed 1,600, base 7-1x5-1..... $640.00

47 31x46 CAMPBELL COUNTRY—Two form rollers, table distribution, tape delivery, hand or steam power, speed 1,000, base 8-8x5, 6-col. quarto size $425.00

48 32x48 HOE DRUM—Two rollers, rack and screw distribution, tape rear delivery, wire springs, foundation steam fixtures, speed 1,200, base 9-2x5-4, 6-col. quarto.... $650.00

50 32x50 COTTRELL & BABCOCK DRUM—Two rollers, rack and screw distribution, tapeless rear delivery, air springs, strong heavy press $800.00

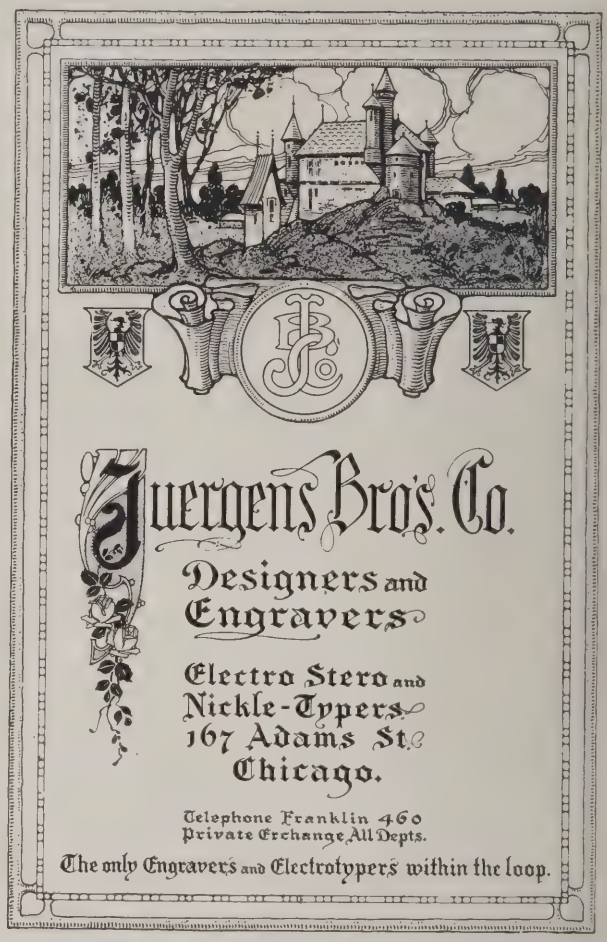
51 33x47 C. B. COTTRELL & SON DRUM—Two rollers, table distribution, tapeless rear delivery, air springs, speed 1,400 ..... $750.00

58 33x48 POTTER DRUM—Two form rollers, rack and screw, air springs, tape delivery, speed 1,600.. $600.00

26 36x51 BABCOCK STANDARD—Two rollers, rack and screw distribution, tapeless delivery, air springs, back-up motion, bevel gear bed motion, speed 1,200, base 11-9x5-6,, 7-col. quarto $900.00

55 37x50 CAMPBELL—Two-revolution book and job press, four form rollers, table and vibrator distribution, front fly delivery, wire springs, impression trip, steam fixtures, counter, speed 1,500, base 9-4x5-6, 6-col. quarto $900.00

A. F. WANNER & COMPANY
340-342 Dearborn St., Chicago



CAMPSIE'S

VEST-POCKET ESTIMATE BOOK

The most valuable and trustworthy book of its kind ever issued

Shows How a Profit can be Made on Every Piece of Printing

Valuable Tables and other information for the estimator

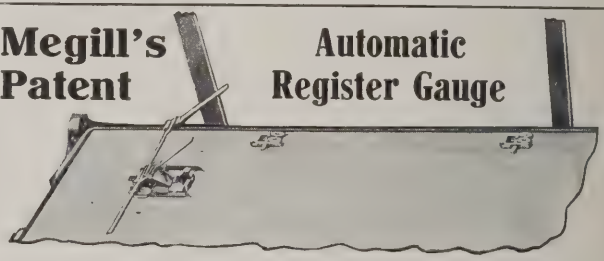
This book is the work of one of the ablest and best known printers in the country

It Is Used by Hundreds of the Wide-Awake Printers of the Day

Single Copies - - $1.00
Three for - - - 2.50

NATIONAL PRINTER-JOURNALIST
Station X **CHICAGO, ILL.**

Megill's Patent **Automatic Register Gauge**



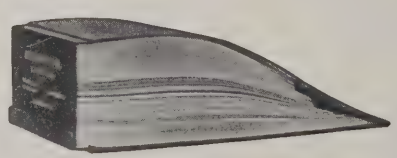
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet nnd then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York.

James White Paper Co.



TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Users of R. R. B. Pad Glue

who have changed to other makes because they could be bought for a few cents less invariably return to the use of R.R.B. Glue

No saving is realized, and the pads are not satisfactory.

R. R. B. Pad Glue makes the best pad and is the best value. Scores have proved this to their satisfaction—a trial will prove it to yours

Robt. R. Burrage, 81 Gold St., New York

Good Envelopes
and
Where they are made

BOURKE-RICE ENVELOPE COMPANY.

MANUFACTURERS AND PRINTERS
ENVELOPES AND PAPER GOODS
JACKSON B. AND CANAL ST.
CHICAGO

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

MONEY MAILER

DOUBLE YOUR SUBSCRIPTIONS

and LINER ADS with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions. Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Gas City, Indiana

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,
317 W. 124th St., - New York

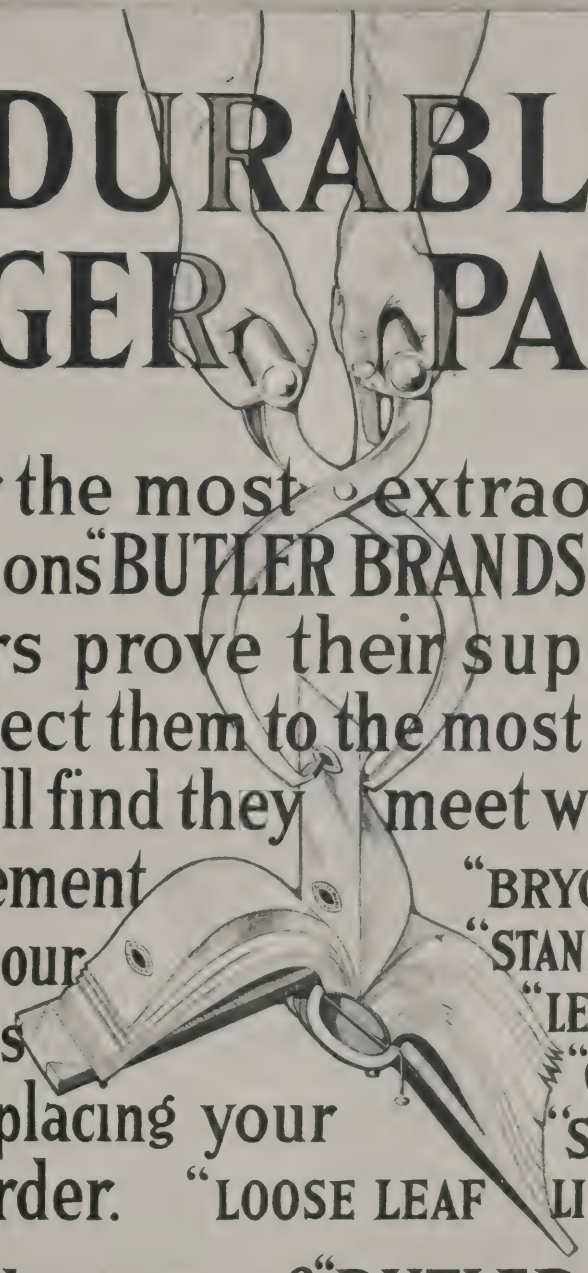
IF the readers of the National Printer-Journalist are interested in buying electrotypes from halftone plates, which will print as the original cut, they can, by examining the recent back numbers of the National Printer-Journalist, look at an example of what Manz Lead Mold Electrotypes do while in actual service.

READ THIS CAREFULLY

The Manz Engraving Company made an advertising halftone plate showing views of their photographing, engraving, and electrotyping plant, which building they designed, occupy and own, and also a picture of the building in which their sales office is located, and sent the National Printer-Journalist one lead mold electrotype for use on full page advertisement to run in the April number. This same electrotype has been running in the four succeeding editions, and by looking through the files, you can see how this electrotype has retained the brilliancy of this rather difficult plate to print clean.

Lead Mould Electrotypes cost but 5 cents per square inch, 50 cents minimum, but as they are just as good as the original engraving, and print long runs perfectly, we recommend that you send us a trial order.

DURABLE LEDGER PAPERS



Under the most extraordinary conditions "BUTLER BRANDS" of Ledger Papers prove their superiority.

Subject them to the most rigid tests, you will find they meet with every requirement

Refer to our samples before placing your next order.

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"STANDARD MILLS"
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WESEL ELECTRIC SELF-INKING PROOF PRESS

ELECTRIC PROOF PRESS

There is no better reason for retaining horse cars than for retaining a Galley Proof Press. The quick, economical, way is by the electric route. Those who move without being shoved are requested to send for convincing information in "Twentieth Century Proofing."

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F. Wesel Manufacturing Co. MAIN OFFICE AND FACTORIES: **70-80 CRANBERRY ST., BROOKLYN.**

NEW YORK:10 SPRUCE ST.; CHICAGO:329 DEARBORN ST.; PHILADELPHIA:712 MUTUAL LIFE BLDG.

As the Largest Producers of Electrotype Plates in the World, with a business created entirely on quality and service, we claim for our electrotypes an exact duplication and a PRINTING QUALITY EQUAL TO THE ORIGINAL, and for our nickeltypes an extra wearing quality for long runs and for color printing.

"The proof of the pudding is in the eating" and the publisher and printer that appreciates quality is respectfully invited to test our service. We also make designs, drawings, halftones, zinc etchings, wood cuts and wax engravings, but—we do no printing.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-425 DEARBORN STREET

CHICAGO, ILL.

If you are a buyer of Engravings you should have our NEW SCALE OF PRICES, the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

3d Announcement

The Unitype

To the Out-of-Town Publisher:—

If you are setting your paper by hand—no matter how low the wages you pay—a UNITYPE can set it for enough less to enable you to pay for the machine out of your savings, and have a handsome weekly profit left.

Tell us the average weekly amount of your straight matter, and its cost, and we shall submit to you so profitable a plan of purchase and operation that, however little able to buy a composing machine you may have believed yourself to be, you can no longer do otherwise than put in a UNITYPE.

It will pay for itself; and it will pay you a profit for letting it pay for itself. Its cost, and your profit, both will come out of what is now the dead expense of wages.

If we cannot show you that the machine, and its earnings, will be velvet from its first galley of type, we shall not ask you further to consider the UNITYPE.

If you are skeptical, investigate. To do so will cost you nothing but the trouble of changing your mind; and it may lead to your discovering new sources of profit.

To the printer who has much straight matter, upon a type-body of any standard size, we make the same suggestion. For him the UNITYPE will be a decidedly profitable revelation.

Wood & Nathan Company

Number 1 Madison Avenue

NEW YORK CITY

Costly Make-Ready With Sort Caster Type

Printers before putting in casting machines should calculate the loss of time in make-ready by using inferior sort caster type.

The expense of operating a sort caster, the purchase of matrices, the purchase of parts and supplies, cost of metal, heat, etc., will make many a printer sick of the purchase, but in some cases pride may prevent an admission of the fact.

Half the cost of operating a sort caster plant, and half the cost of matrices and supplies, would buy all the type in Weight Fonts that any job printing office in the United States would require, outside of a few of the largest—besides saving in room, annoyance, trouble, tribulation, sorrow, regret and money.

AMERICAN
TYPE FOUNDERS COMPANY

SET IN CLEARFACE BOLD

Weight Fonts and Hell Box

A twenty pound Weight Font in the case is worth a hundred pounds in the hell box, and a hundred pounds in the hell box will buy a Weight Font for the case.

Saving Labor and Time

The enterprising printer realizes that the chief expense of his composing room is the labor employed and time wasted, and a far greater amount of work can be produced with an ample supply of type, spaces, quads, leads, slugs, brass rule, and other labor-saving devices, without increasing the labor cost.

The enormous increase in the sale of Job Type in Weight Fonts, and the enormous increase in the sale of spaces and quads and brass rule, show that low prices will induce increased purchases, and the careful printer well knows that the cost of an ample supply of such material can be more than saved each year by the saving in time of employees, and the surplus plant is, therefore, acquired for future use and profit by the saving in labor cost.

New type faces bring new business and repeat orders.

AMERICAN
TYPE FOUNDERS COMPANY

Wedding Text

Especially designed for high-grade society and commercial printing

48 Point 4 A $3 75 10 a $3 75 $7 50

Distinctive Printing

42 Point 4 A $2 95 11 a $3 30 $6 25

Brighter Departments

36 Point 4 A $2 35 13 a $2 65 $5 00

Opportunity Inaugurated

30 Point 5 A $2 05 15 a $2 20 $4 25

Sacrificed Northern Holdings

24 Point No. 1 6 A $1 70 18 a $1 90 $3 60

Stereopticon Machines Introduced

24 Point No. 2 7 A $1 70 19 a $1 80 $3 50

Many Ambitious Scientific Professors

18 Point No. 1 9 A $1 40 30 a $1 85 $3 25

Discussions Concerning Financial Donations

18 Point No. 2 10 A $1 50 30 a $1 75 $3 25

Tremendous Discoveries Concerning Typography

14 Point 13 A $1 35 40 a $1 65 $3 00

Historical Chronicles of American and European Trade

12 Point 12 A $1 15 45 a $1 60 $2 75

Numerous Popular Societies Prevail Throughout America
Mathematical Expert Thoroughly Convinced $1234567890

10 Point 15 A $1 10 50 a $1 40 $2 50

Explorer Returning with Ingeniously Constructed Fictitious Tales
Adventurous Exploits Enacted During Recent North Pole Voyages

8 Point 16 A $1 00 54 a $1 25 $2 25

Samuel Henderson Mutual Benefit Association Meets Every Wednesday Evening
Interesting Topics Liberally Discussed and Better Conditions Generally Expected

6 Point 18 A $0 90 60 a $1 10 $2 00

Nowhere on this Continent is There to be Found Such a Placid Combination of Rivers and Turbulent Cataracts, Set Thick with Green Islands and Wooded Hills, of Rocky Gorges and $1234567890

Wedding Text

Sold in Weight Fonts at our reduced Body Type prices and discounts

Originated and Cast by

American Type Founders Company

Greeting

We beg to announce that we have disposed of our interest in the printing and engraving establishment which has been conducted under our name for the past twenty years at Third and Walnut Streets to

The W. B. Mateson Company

and ask that you extend to the new company the same generous consideration and favors that it has been our extreme pleasure to receive from you during the many years of our pleasant business relationship

Mr. Charles J. Barton will continue with The W. B. Mateson Co. in the same capacity as with the former firm

John Barton & Company
Third and Walnut Streets

Annual Ball
of the
Rexel Social Club

Order of Dance

Waltz
Schottische
Two Step
Lanciers
Waltz
Grand March
Waltz
Schottische
Lanciers
Barn Dance
Two Step
Waltz
Lanciers
Waltz

Intermission

n K. Henderson

1324 Lindwood Avenue

New York City

Wedding Text

A refined text letter suitable for correct Commercial and Society Printing in general Made and cast in thirteen popular sizes and Sold in Weight Fonts at our Body Type Prices and Discounts

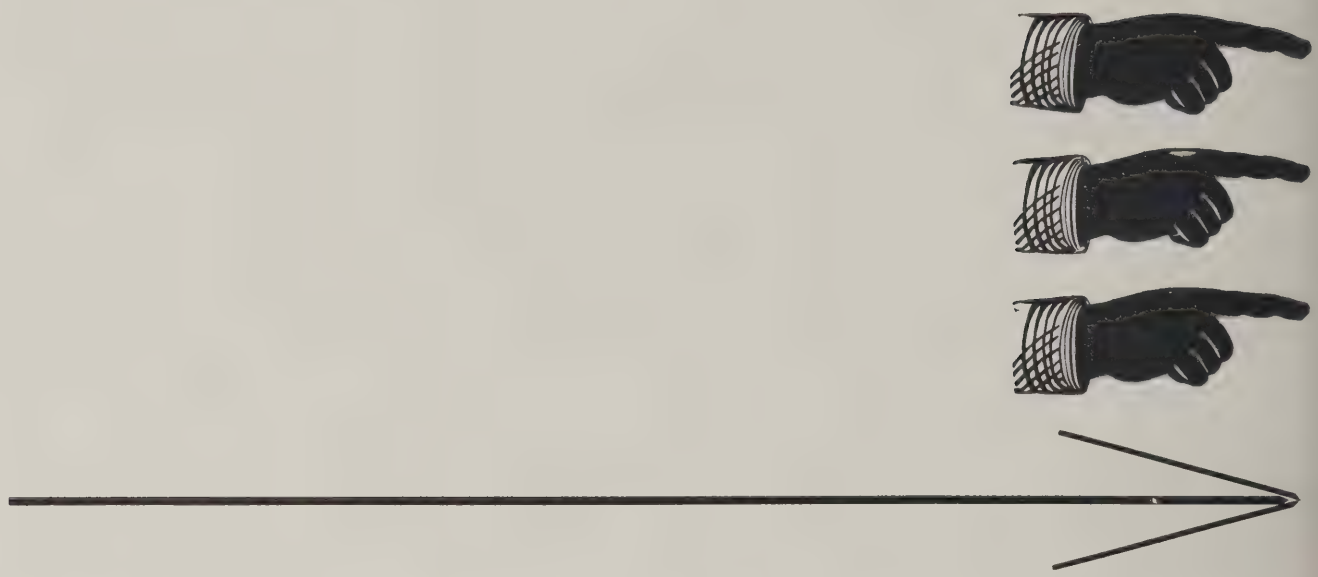
American
Type Founders Co.

You are respectfully invited to attend an Informal Reception to be given by the

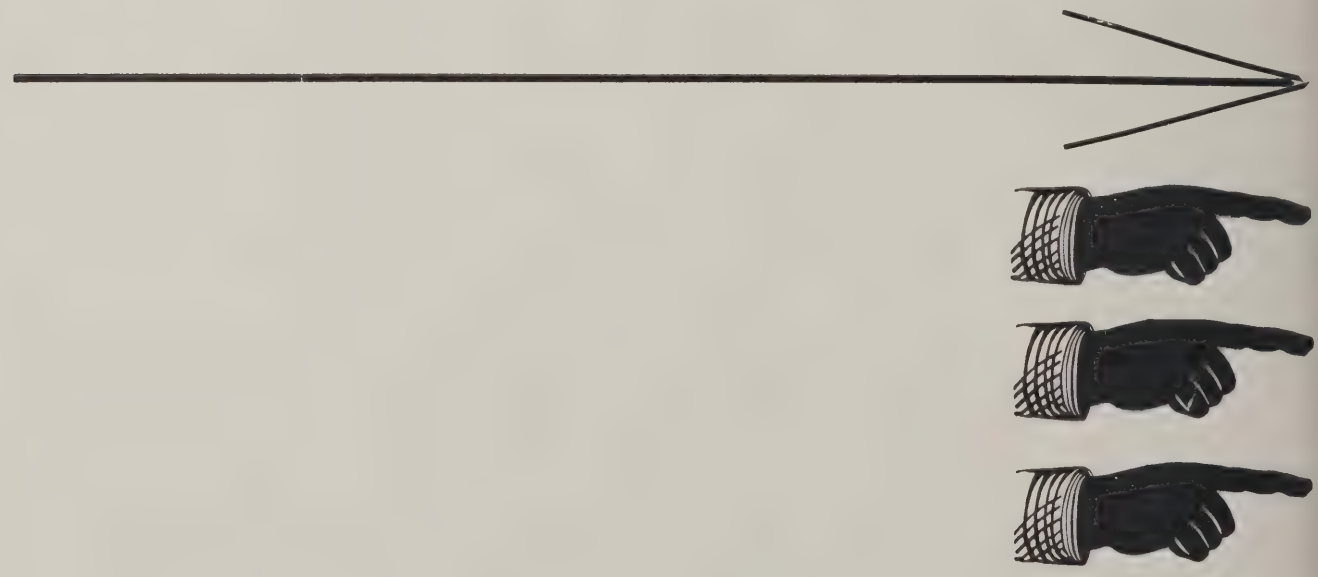
Arlington State Cadets

At the new Regimental Quarters on Elm Street
Tuesday Evening, October Seventeen
Nineteen Hundred and Nine

Present this card at the door



THE (QUEEN CITY): MEN BEHIND THE CANS



INKEEZE

RESULT PRODUCING SOFTENING SOLVENT

IF YOU HAVE COUGH, COLD, SORE THROAT,
PAINS IN THE HEAD....OR ANYTHING LIKE
THAT....IT IS OUT OF OUR LINE ═══ BUT

F YOU HAVE AN INK WHICH
NEEDS...
OFTENING OR REDUCING
T IS EASY.... INKEEZE WILL

REDUCE THE BODY....REMOVE THE TACK
AND GIVE THE PRESSMAN COMPLETE CON-
TROL OF DRYING QUALITIES, ETC.,
OF ANY INK. ═══ TRY IT....NOW!

Manufactured by

The Queen City Printing Ink Co.

H·D·
INK

CINCINNATI, . 1913-1935 South Street
CHICAGO, . . . 345 Dearborn Street
BOSTON, ... 174 Pearl Street
PHILADELPHIA, . 11th and Hamilton
KANSAS CITY, . 6 and 8 West 14th Street
MINNEAPOLIS, 316 Fifth Avenue, South

WE STAND BEHIND QUEEN CITY INKS

J. O. REAY
MANAGER
BOSTON

A. C. DAVIS
MANAGER
PHILADELPHIA

E. F. CHEESEMAN
MANAGER
CINCINNATI

E. H. MURDOCK
PRESIDENT
CINCINNATI

J. L. PREISMAN
MANAGER
MINNEAPOLIS

D. H. CHURCH
MANAGER
KANSAS CITY

H. E. DELBARE
MANAGER
CHICAGO

THE QUEEN CITY PRINTING INK CO.

A SURE WINNER

MADE BY
The Pica-stick
H.B. ROUSE & CO. CHICAGO

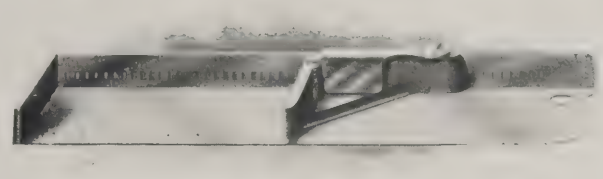
Sets to Picas Instantly and Accurately

Costs fifty cents less than any similar stick, and but a trifle more than the old style set-by-guess, never-twice-alike sticks.

Length	Width 2-in.	2¼-in.	2½-in.	Plating
6-inch	$1.25	$1.35	$1.45	25 cts.
8 "	1.50	1.60	1.70	30 "
10 "	1.75	1.85	1.95	35 "
12 "	2.00	2.10	2.20	40 "
15 "	2.50	2.60	Not made	50 "
20 "	3.25	3.35	Not made	50 "

Is the same as the well-known Rouse Job Stick, ***except that it sets to picas only.*** It can be used in setting at least 95% of the usual run of work.

You can't afford to be without these sticks. You're sure to get them some time; why not now —*today?*



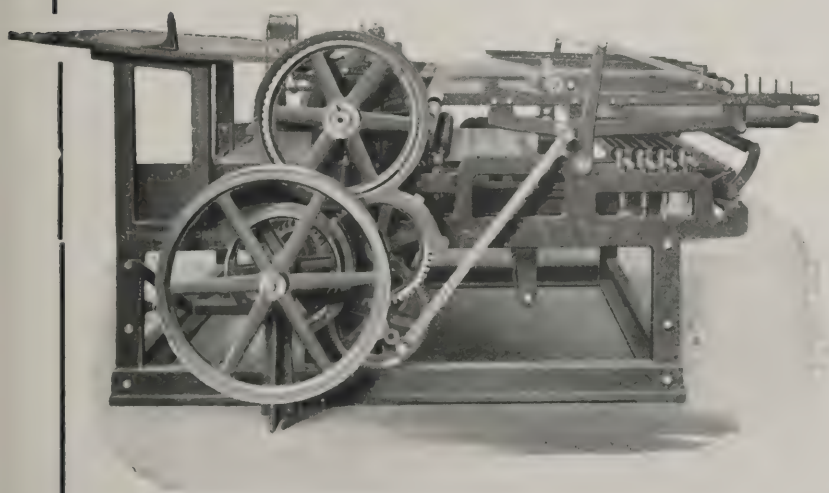
Mailed to any address on receipt of price.

Sold by dealers everywhere.

MADE ONLY BY **H. B. ROUSE & CO.** The Composing Stick People
61-63 Ward St., Chicago, U. S. A.

Worth Looking Up Stonemetz Two-Revolution

Study the details of the Stonemetz Two-Revolution Press. It is a winner. The simplicity of the machine, its many helpful new features, the ease with which it is operated, the quantity and quality of work it turns out and the price—all will please you. . . . . .



Send for description, prices, and samples of work.

Three sizes.

Manufactured by
THE CHALLENGE MACHINERY CO.,
GRAND HAVEN, MICH.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

To get a square deal, give it.

We begin to give away back with the blue prints, which demand unusual weight and strength, and with the raw material. Whatever is used in the Optimus is the best. Some of the steel is of our own special analysis, and better than any other for the purpose.

All is worked and fashioned by skilled men long trained in their jobs. Some of the machines and tools of precision are not found in any other factory.

The utmost care is taken in assembling and fitting. All important bearings are scraped and hand finished to perfect contacts. There is no other way to excellence.

The finished machine is given thorough inspections and trials before it is shipped. Not one man does this, but a number, each an expert in his special feature of press construction. No shipment is possible without their united O. K.

Nothing is neglected. Every detail big or little gets exact attention. The ability to take pains is constantly invoked; for a perfect whole is only the sum of perfect parts.

As a result the Optimus goes out as good as human foresight and vigilant painstaking can accomplish. No machine can be better.

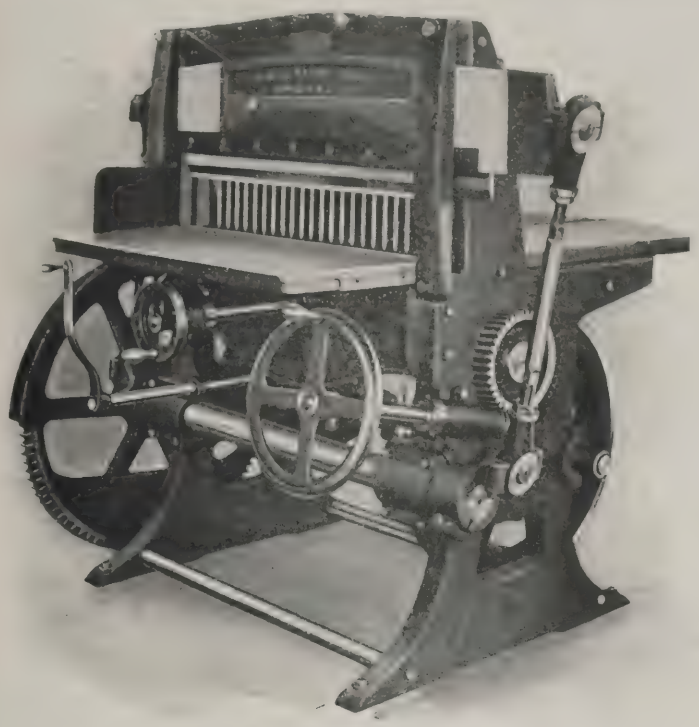
It moves off smoothly. It gives little or no bother all the years of its long life. It can be depended upon for the maximum always—in work, in endurance, in satisfaction.

From pattern to packing, from selling to settlement, the Optimus is a square deal.

This is returned to us by customers who order it again and again; by those who substitute Optimus quality for the less efficient, and in other ways that bring us a constantly increasing business.

The Babcock Optimus

SET IN FRANKLIN ROMAN.



B. & C. HAND CLAMP
The standard for accuracy and durability.
Eleven sizes, 34, 38, 44, 50, 54, 57, 63, 65, 68, 74 and 84 inches.

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS, Mgr.

THE RELIABLE

BROWN & CARVER CUTTERS

Brown & Carver and Oswego and Ontario Cutters are celebrated for their accuracy, speed, easy handling and economy of power and floor space and simplicity of operation

There are NINETY sizes and styles, from the 16" OSWEGO Bench Cutter to the 84" BROWN & CARVER Automatic Clamp—Semi-Auto—Hand Clamp—Small Power—Hand Drive — Lever — Bench and Die Cutting Presses. One of these NINETY machines has features exactly adapted to your special needs. All of these NINETY OSWEGO Cutters are usually in finished stock ready.

The only factory making cutting machines exclusively for the Lithographic, Paper, Printing, Box, Board, Book, Cloth, Tin Foil and Leather, etc., Trades, and the only one making a complete line of cutting machines. : : : : : :

Write now for the New "1909 Cutter Book"

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor
OSWEGO, NEW YORK

CHICAGO BRANCH: 347 Dearborn Street
J. M. IVES, Mgr.

THIS NEW TYPE FACE IS A WINNER

The Light Litho

It will win new customers for you. You can't get the business if you haven't the best type faces. The **Litho Roman, Bold Litho,** Condensed Litho, and Light Litho are all money makers.

SEND FOR SPECIMENS

Inland Type Foundry

12th and Locust Sts.	188 Monroe Street	160 William Street
Saint Louis	Chicago	New York

Border No. 240022

From NEWS DRUM to "SPEED KING" ROTARY

No matter what your requirements are, you are doing yourself an injustice if you fail to get full information about

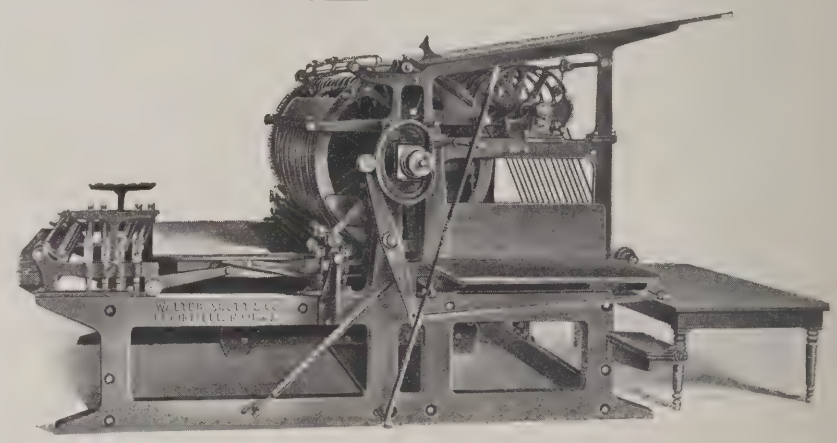
SCOTT PRESSES

They are built in many different styles to properly and economically fill various demands. Below are illustrated two extremes. If your paper is too big for the first or too small for the last, we have several intermediate styles, one of which will suit YOU. We also make bigger presses—in fact, we have the only complete line.

SCOTT CLASS C. T.

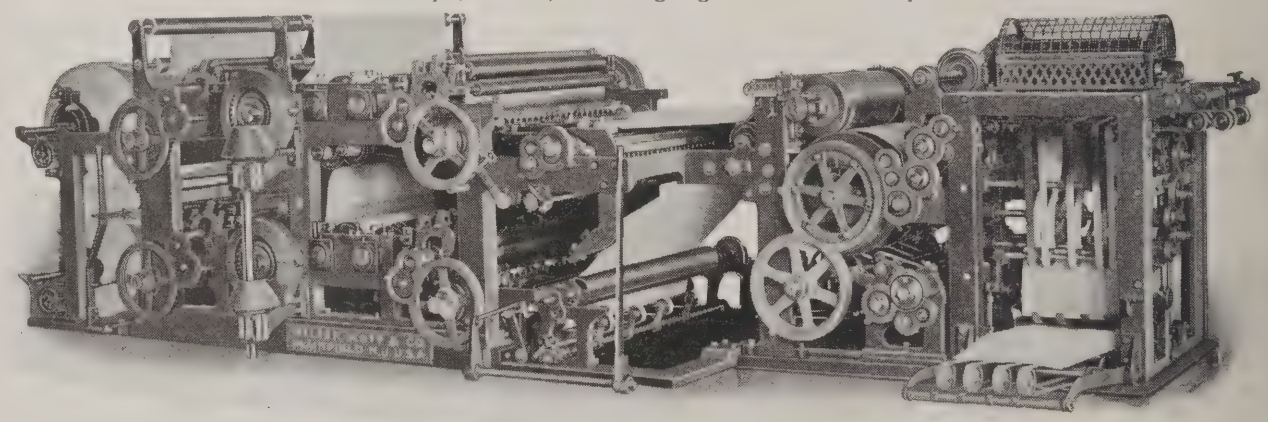
This is the latest improved machine especially designed for the requirements of the newspaper office in smaller towns. It is so accurately constructed and of such excellent design that it is also used by job printers for the economical production of ordinary job work.

This press is the finest machine of its kind that it is possible to build at any price, and it has become so popular that orders for a large number of these presses have been received, although the first machine was only shipped in January of this year. Send for descriptive matter and price.



SCOTT CLASS XX. The Latest—The Best.

Enormous speed attained from fewest plates, without increasing number of cylinders, surface speed of webs or number of paper rolls, and using regular semi-circular plates.



There is no machine ever offered the publisher that combines so many advantages and at the same time has no drawbacks. It is made in many sizes. The press illustrated feeds from 2 two-page-wide rolls of paper, has 4 plate and 4 impression cylinders, 4 ink fountains and distributing apparatus, and a single rotary folder, and it will easily produce 24,000 per hour of 4, 6, 8, 10, 12 and 16 pages from practically a single set of regular semi-circular plates—all pages inset.

THIS PRESS HAS NO EQUAL IN THE WORLD—INVESTIGATE IT.

TELL US YOUR REQUIREMENTS—WE HAVE THE PRESS

WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

NEW YORK: 41 Park Row

CHICAGO: Monadnock Block

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: **WALTSCOTT, NEW YORK.** CODES USED: A B C 5th EDITION and OUR OWN.

KEYSTONE TYPE

Printing Machinery and Supplies

We are pleased to announce that we have been appointed SELLING AGENTS for

COTTRELL

Two Revolution and Drum Cylinder

PRESSES

This agency is exclusive in United States except as to C. B. Cottrell & Sons Co. If you need a new Press we can interest you.

KEYSTONE TYPE FOUNDRY

Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco

Set in John Hancock Series with New Keystone Border No. 12009

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

No Printing Inks
Have ever been
Imitated so much
And with so little success
As
DOUBLETONE INKS & ULLMANINES

If you've been misled
By imitations—blame them.
Buy the real article, and
You will blame yourself
For not using them before.

SIGMUND ULLMAN CO

Inventors and Sole Manufacturers
of Doubletone Inks and Ullmanines

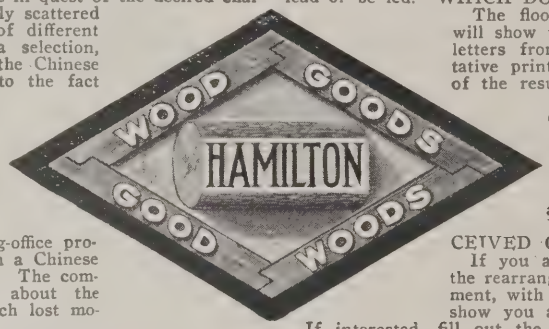
NEW YORK CHICAGO PHILADELPHIA

Further Proof of the Economical Qualities of **HAMILTON'S** *MODERNIZED FURNITURE*

CHINESE METHODS IN AMERICAN PRINTING OFFICES

The Chinese alphabet contains a character for each word or a combination of several words. It is, therefore, virtually Chinese in shorthand. Not so very far behind the Roman alphabet when you look at it in that light

It is said that a Chinese compositor consumes a large percentage of his time in traveling about the office in quest of the desired characters, which must be somewhat widely scattered on account of the many thousands of different types from which he must make a selection, but the time wasted in traveling by the Chinese printer is largely recovered, owing to the fact that he does not work with single letters, and each character he puts in



place represents a word or a combination of words.

But what of the American printing-office proprietor who runs his establishment on a Chinese basis, with material widely scattered? The compositor and other workmen travel about the office in search of material, with much lost motion and useless waste of energy.

There are thousands of American printing-offices where this condition exists, and these offices are in direct competition with other printing-plants which have been modernized in recent years.

We can prove the fact that we can save from 25 to 50 per cent in floorspace, and from 10 to 25 per cent in the labor cost of composition, by installing up-to-date furniture that will save the cost of installation in one year. That's a pretty good return for the money invested.

Every printing-office proprietor must blaze the way for others or follow the beaten path. There is no other alternative. He must lead or be led. WHICH DO YOU PREFER?

The floor-plans of "Printing-office Economy" will show you ow it is done. The testimonial letters from proprietors of thirty-two representative printing-office establishments will tell you of the results accomplished.

This valuable booklet is free to every printing-office proprietor for the asking. SEND FOR A COPY, IF YOU HAVE NOT ALREADY RECEIVED ONE.

If you ask it, we will show you a plan for the rearrangement of your composing-room equipment, with an estimate of the cost. If we can't show you a saving, we don't want your order. If interested, fill out the attached coupon and mail it to us. If you do this, it may prove the turning point of your business.

Do IT NOW.

Letus send you a copy of "Composing-Room Economy"

Results obtained in the plant of Redfield Bros., Inc., 311-319 W. 43d St., New York City

THE HAMILTON MFG. CO., Two Rivers, Wis.:
Gentlemen:—The articles of furniture of your make which we have installed in our composing-room has proven to be most satisfactory. We find not only a great saving of space, but also a great saving of time and expense to the workman in the use of your Steel-run Cabinets and Stands over the old style of wood-run goods. The material and workmanship are of the very best, and as for durability and good service, we have no doubt they will stand the test of years. We always regard your articles as standard, and always feel in placing an order with you that we are getting the best that can be bought.
Yours very truly,
REDFIELD BROTHERS, Inc.,
Jud H. Redfield, Treas.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

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M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
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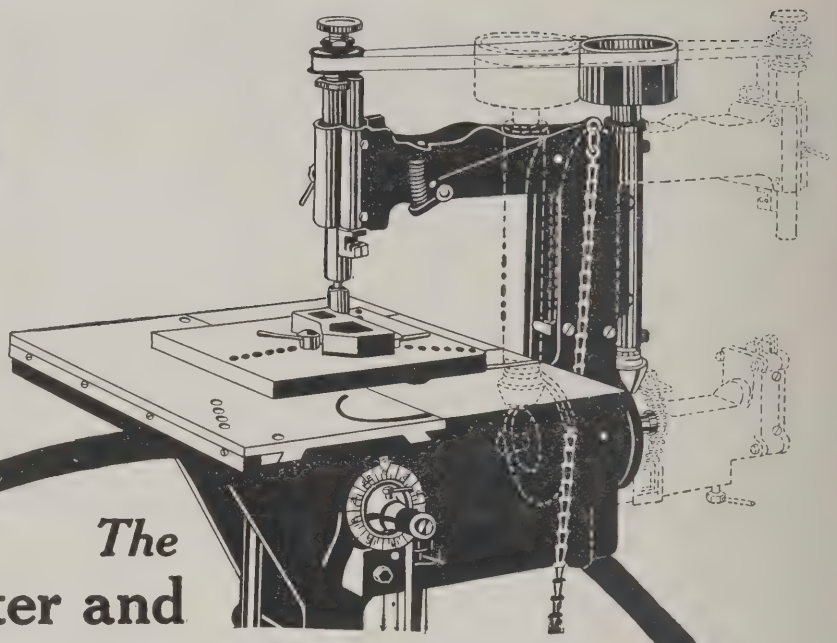

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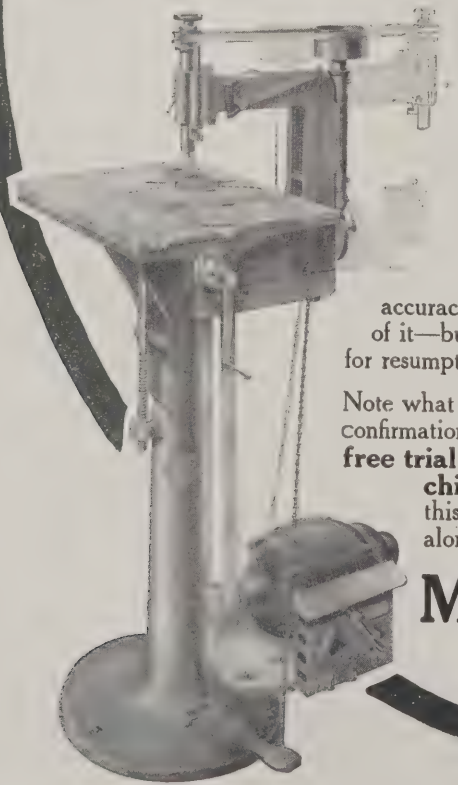

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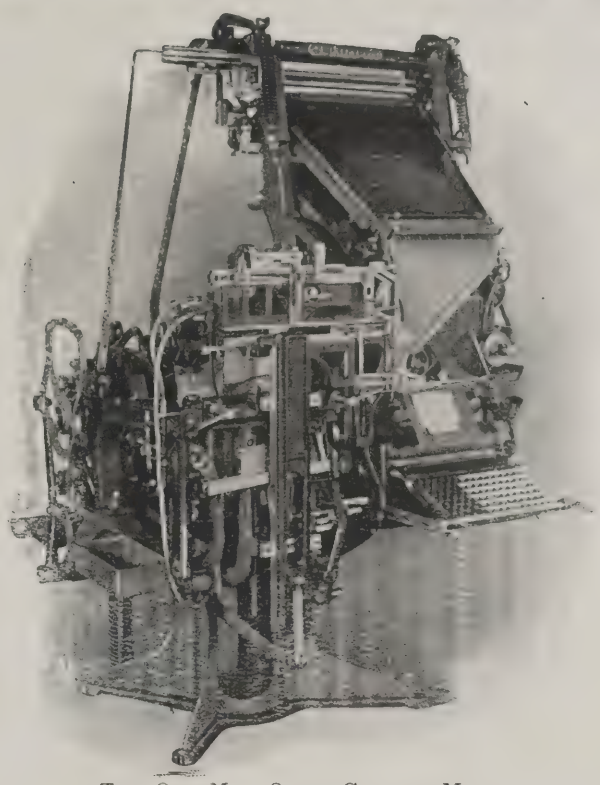

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George E. Lincoln, Esq.,
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Atlantic, Iowa, August 24, 1909

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-seven | Chicago, October, 1909 | Number Ten

A GATHERER AND HANDLER OF NEWS

The Sure Source of Success as Taught by Character and Work of Curtis J. Mar

THE resignation of Curtis J. Mar from the management of a news service, which he has successfully built up to magnificent proportions, in order to take the management of the new and growing Publishers Press, calls attention not only to the magnificent success he has achieved, but to the characteristics of the man and the methods that have made his great achievements possible. We have frequently enforced the view that broad understanding of, and a real, active, sympathetic interest in, all the people and all their doings, trials, joys, and sorrows, undertakings, successes, and failures are essential requisite to signal success as a newspaper man—the very spring or real root of the news sense, that amounts to an instinct.

Mr. Mar built up the Hearst News Service to its present magnificent proportions and early won its recognition by Congress and the full privileges of the floor. It now appears that no other man has been so quick and so successful in organizing measures and securing means for relief in time of great calamities. At his appeal the purses of the wealthy have opened and the active influence and co-operation of the great of earth, as well as of all others, have come at his bidding. He raised a great fund to relieve the sufferers by the Galveston flood, secured $80,000 in twenty-four hours for the relief of the suffers by the San Francisco earthquake, organized and carried out for several years the plan by which no child in the great city of New York should be deprived of a share in the joys of Christmas time, raising from $20,000 to $25,000 annually for the purpose by which thousands of children were made happy and thousands of the hungry were fed. He has organized many other movements for reform and relief and secured symposiums of views of the most prominent men in the nation on labor and capital, on the negro question, on the problem of success for young men and so on. These instances show the broadness of his sympathies and that he knows the hearts of men and how to reach them. Mr. Robert Walter Davison, writing in the Pittsburg *Leader,* of Mr. Mar and of his work in founding the Hearst News Service, last April, said many things that are not only valuable as showing his character and how he works, but also in pointing the way for higher attainments by others in the newspaper field. Mr. Davison wrote:

Mr. Mar is a positive force in whatever he undertakes. He has gone far in the newspaper world already, and he is still a young man, has barely reached the forty mark, and I miss my guess if he does not go into newspaper history as one of its greatest men.

Endowed with a keen intelligence and intuitive knowledge of what a newspaper needs and how to get it, an abnormal capacity for work and a genius for detail, he is an ideal newspaper man. Beyond this he has in a marked degree that faculty which is the hall mark of the successful leader of men—the faculty of inspiring in his subordinates unswerving loyalty and a determination to give to their work the very best that is in them.

Mr. Mar has been a marked man since his entry into the newspaper business twenty odd years ago, a raw boy, when I first knew him, and he was the city editor of a New York newspaper at an age when most of us were doing police court assignments, and managing editor by the time the average successful nespaper worker is beginning to force recognition of his ability.

I can recall the time when C. J. Mar first broke into the business. It was when the New York *Press* made its initial bow. He came on as a cub reporter, a tall, slender, rather diffident boy.

I may say here that a better school for the learning of the newspaper business never existed than that same old *Press* office in its first days.

Genial Ashley W. Cole, the prince of city editors, afterward a member of the New York State Railroad Commission, had the city desk; Howard Irving Smith, afterward an authority on Wall Street and finance, was managing editor; Robert P. Porter, statistician, later superintendent of the Census and confidential adviser of more than one president, was editor-in-chief, and Frank P. Hatton, newspaper man from his toes up, and politician on the side, afterwards editor of the Washington *Post* and then postmaster-general, was general manager.

It was a pleasure and an honor to work with such associates. Young Mr. Mar made good from the start. The work in those days was all on the space basis.

The first week's bill turned in by Reporter Mar was more than $50 clean space.

Ashley Cole, when he came to it, called young Mar over and remarked, dryly: "That's a pretty good bill for a boy. I guess I'll put you on salary."

In a few weeks the "cub" reporter was placed on the telegraph desk, a position rarely achieved except after some years of hard work.

Desk work did not agree with young Mr. Mar, and he accepted a place on the staff of the old *Star,* doing general work. The *Star* was then under the management of Governor Dorsheimer. with W. F. G. Shanks, one of Horace Greeley's trusted lieutenants on the *Tribune,* and a newspaper man of exceptional ability, as managing editor.

A vacancy occurred in the city editorship of the *Star.* Mr. Shanks took a novel method of filling it. He announced that the man on the staff who, within a certain time limit, brought in the greatest number of suggestions for exclusive news feaures, should receive the appointment.

Mr. Mar won out with ease, and was made day editor, a position which he filled with honor to himself and with profit to his paper.

In organizing news service, securing special features, stories and syndicate matter of the greatest and highest quality, Mr. Mar has been signally successful. He brings to his new position broad experience as well as great abilities, thoroughly trained by successful experience. The Publishers Press have been fortunate in securing the service of such an able and well known man. In a recent interview with the *Publisher and Printer* of New York, when asked for his reasons for resigning a position in which he had won such signal success, Mr. Mar replied:

"They are very simple; a business opportunity offered, affording me a wider scope and greater opportunities for effective work which I did not feel justified in refusing. That is all."

He is a man of initiative, of resourcefulness, of originality, and, very naturally, a free open field for independent action in carrying out his ideas and exexercising his powers, appeal to him. This power of originating or the initiative, is in great measure a gift, yet it is something that can be developed and cultivated, its possession is of no greater value anywhere else than in the newspaper business. A newspaper is compelled, in this age of rapid progress and unlimited competition, to be able to orginate and successfully introduce, push forward and make effective new measures and methods or fall behind in the race for attainment. The newspaper and the newspaper-worker must not only gather and give the news, but many times must take an important part in those things that make or originate news, or, at least, must give to news a zest, a breadth, a human interest that would not otherwise exist or be discerned.

SYNDICATING NEWSPAPERS

IT would be a glorious thing if society were so organized that every one could be given a square deal—while, independence, individual initiative and personal incentive and ambition were retained and stimulated into the promoting of highest efforts and all worthy work be efficiently and joyously performed—and still, through wise combination and co-operation of capital and effort, all possible accomplishment be reached, improvements made and desirable ends attained, in the most economic manner, with greatest and most perfect production, wherein the special abilities of each would find proper and most profitable use.

It would make little difference, as to the actual ownership of capital could it be used in an entirely equitable manner for the employment and rewarding each and all in accordance with their several abilities and efforts and for the common or public weal. Capital, the product of labor, is just as worthy in itself as is labor, it is the misuse of capital, as of any other power, by selfish, narrow-minded individuals, who do not realize that the highest good to all is the highest good of each, which causes all the injustice.

For carrying on many of most needed enterprises in this day of great things, large aggregations of capital are absolutely necessary, and many other things can be best and most effectually accomplished thereby or through co-operation.

As an illustration, take existing conditions in Alaska. All those editors who recently visited that portion of our country, were convinced, and were unanimous in the expression of their view, that the great mineral and other resources of that section could only be developed through the aid and use of great aggregations of wealth or through the co-operation of many men of abundant combined capital, backed up by courage, enterprise, industry, energy and endurance.

America has been fitted, by the accumulation and centralization of great wealth for the stupendous undertaking and it is easier and more expeditious for centralized capital to act than to wait for co-operation, even if that can be secured through organization.

There are vast beds of coal in Alaska and coal is necessary to all development, to comfort and to life itself, but individuals can not reach and develop these coal or other mines—the work must be done by centralized capital or by the Government, and if the Government cannot protect the people in their rights from those who alone have the means of carrying out the work, then the Government should do the work and secure the benefit for the people. The prejudice against the Government doing necessary work is wrong. It is just as wise to open and work mines as to provide irrigation. But we are wandering, in our illustration, from our text. We only set out to write an introduction to an able article on the "Syndicating of Newspapers."

The great economy of co-operation by newspapers has been established. In no other way than by intelligent co-operation could the news of the world be gathered and published on the same day of its occurrence in every land where newspapers are read. The ever-present question as to the most economical and effective conducting of newspapers, as with regard to many other things, is whether or not more injury than good will result from united capital and control. It is generally conceded that the press should be free and independent so far as government control is concerned, and it must be admitted that independence from the influence or dictation of special interests adverse to the general interests of the people, and to good and equitable government, as well as untainted loyalty to all the people and to the country, to city, state and nation, are just as essential as is freedom from governmental control or dictation.

Along this line of newspaper syndicating, combination or co-operation, the following practical editorial by editor Frank D. Throop, in the Muscatine, Iowa, *Journal*, one of the Lee Syndicate of Newspapers, will be read with interest and profit. It would seem to indicate, if not to prove as possible under all conditions, that there is a way to secure all the economy and benefits of intelligent co-operation while avoiding the destruction of individuality, personal responsibility and healthy independence:

The recent purchase of the Council Bluffs *Nonpareil* by the men who conduct the Marshalltown Times-Republican has been the cause of quite a little talk among the Iowa papers concerning the so-called syndicating of newspapers.

The Nevada *Representative* in a thoughtful editoral on this theme inspired by the event referred to, declares that "the processes of consolidation and monopoly are at work in the newspaper field as well as in the domain of manufacture and that even those who make a specialty of progressiveness are not exempt from the influence of the time." Mr. Payne, the Nevada editor, however regrets "this apparent surrender of individuality to commercialism in newspapering."

Commenting upon these utterances of the Nevada paper, the Cedar Rapids *Republican* says:

"Mr. Payne thinks that an editor and publisher can give his own personality to only one newspaper. That is perhaps placing too many limitations on a newspaper man. He is apt to have more than one personality, as a cat is supposed to have more than one life. But in the two cities, Marshalltown and Council Bluffs, conditions are enough unlike to make the same newspaper policy impossible. This is especially true on moral questions such as prohibition. A publisher and an editor will in a measure desire to conform to the opinions that are prevalent among the people for whom his paper is published and edited.

"What Mr. Payne is thinking about is the old-fashioned editorial personality. But it should be taken into consideration by him that that has to some extent departed from newspaper offices. It was the glory of the press in the days of Horace Greeley and the great men of whom Henry Watterson is the last remnant. Newspapers have departed from those standards largely, whether it is for better or for worse. They are much more commercial than they were in those days. Nowadays they are apt to be business propositions, largely. There is more stress laid on the news than on the opinions of the editors. The opinions are largely a by-product of the publication. The supreme thing is the news. Most people want to do their own thinking, all they want to know is what is going on and what the leaders in the various fields are doing—then they form their own conclusions. The editorial page does not have the same influence it had in the earlier days and the most successful publisher is apt to be the most energetic news gatherer.

"However, the syndicated paper has not been wholly a success, Mr. Hearst has attempted it on the largest scale. At one time he thought that he could control the thought of the country by a string of newspapers reaching from ocean to ocean. But as papers of opinion or influence the Hearst papers have declined rapidly and they are not now taken very seriously. In Iowa, the late Mr. Lee, of Ottumwa, organized a syndicate of five newspapers, three of them in Iowa, which has been very successful. But the commercialization of newspapers is not apt to proceed very far, without invidiality. The Scripps-McRae and Clover leagues have spelt, for the most part, failure and those leagues are now disintegrating. There was too much sameness in those papers, not enough individuality."

In a discussion of this kind, it is rather in order that the *Journal*, a member of what possibly is the largest and most successful "syndicate" of papers of the class published in cities from 20,000 to 60,000, in the country, a syndicate that was practically the pioneer in this movement in Iowa at least, should have a word to say.

The *Republican* is kind enough to say that the Lee Syndicate has been very successful. We believe that the facts will amply justify the assertion. Whatever of success it may have attained the men who now are responsible for the five different properties do not claim as the result of their own abilities and energies so much as that it is due to the faithfulness with which the organization he built up, has followed the plans of the founder, who was taken from his work in the prime of his life and activities.

We mention his taking away—a sad memory for all the men who were under his guidance and direction—simply because we wish to acknowledge that though it is the earnest endeavor of every Lee Syndicate paper to maintain its individuality separate and distinct, yet there is a certain sameness, we hope, about the five papers in that all of them have absorbed a little of the personality of the founder of our organization, a measure of his directness of purpose, his contempt for the little questionable by-paths of life and his determination and energy to march steadily forward, overcoming all obstacles, toward the goal of real true success.

But beyond this "sameness," of which, if we possess it as we hope we do, we are proud, there is little of a "sameness" in Lee Syndicate papers.

Each has an individuality distinct and separate from the others. Some of them even have different political policies. One paper, the La Crosse, (Wis.) *Tribune,* always an independent paper with ultra-progressive and even democratic leanings, was during the last political campaign a tacit supporter of Bryan.

Another paper in the organization is a republican paper and proud of it. The *Journal* itself is a republican paper, but not so proud of its republican raiment, in light of the activities of certain republican gentlemen at Washington, as we would like to be.

There is no taint of trust methods or monopoly about the Lee Syndicate properties. It is merely an organization of entirely distinct properties joined together by a common bond for mutual benefit.

Has this made the various properties more successful? We certainly think so.

Has anyone else been benefited besides ourselves?

Listen: Ask anyone who knew of the Davenport *Times* before it became connected with the Lee Syndicate. Ask that one which paper was the most powerful force for the good of Davenport, the old or the new *Times?*

Ask anyone who knows the facts whether the La Crosse *Tribune* is the same paper to-day that it was three years ago. Yet the same men who were then its conductors, conduct it now, assisted by Lee Syndicate men and Lee Syndicate methods. Before the Lee Syndicate entered the LaCrosse field, LaCrosse did not have an independent newspaper. Two of its papers' prime purposes of existence was to fight the battles of the local public service corporations and the purpose of the third newspaper was to fight those same corporations.

Northeast Missouri never had a modern small city daily, until the Lee Syndicate entered the field at Hannibal.

The success of the Lee Syndicate lies in this very factor which Mr. Payne has called the commercialization of newspapers, but which we prefer to call the "NEWSpaperization," if the term is allowable. In the first place modern business methods have been introduced into the counting room. The Lee Syndicate was one of the first organizations of publishers in Iowa to welcome the abolition of railroad passes, and has been a leader in the movement to cut out all of the petty grafts of which publishers have allowed themselves to be made the victims by means of "free tickets" of all kinds. In the next place the Lee Syndicate has realized that to gather and disseminate the news was the first and greatest consideration of the editorial end of the plant. It is believed that a newspaper's duty is not so much to think for its readers as to make its readers think.

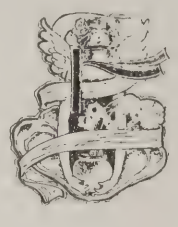
The Lee Syndicate has no political ambitions of its own. Lee Syndicate papers have only the interest in politics that all good citizens should have to secure the election of the candidates they believe to be the best candidates and to encourage them, once elected, in a faithful performance of their duties.

Lee Syndicate papers strive always to stand for the right in their communities yet do not set themselves up as censors over their fellow citizens, and believe that he who differs with us is damned.

And above all the Lee Syndicate papers can have an individuality of their own, can be independent, can be free from any selfish or foreign influence because they stand on their own bottoms, are indebted to no one for favors, pay their way as they go, and are straightforward business propositions.

As we stated above there is no taint of trust methods or monopoly about the Lee Syndicate papers. All that a competitor has to fear from them in the high standard of efficiency in every department and in every line of newspaper endeavor for which they strive. They are, however, admittedly not of the namby pamby sort. They believe so thoroughly in the square deal that they are willing to fight for it, for others or for themselves

SIXTH ANNUAL OUTING, MANSFIELD, O., NEWS



FOR sixteen years the Mansfield, Ohio, *News,* has given an outing to the children of the city and vicinity at Sherman-Heineman Park in Mansfield. These have been given on the last Monday in August of each year. It is interesting to note that every year, save one, and that was the occasion of the thirteenth outing—and no one could expect much of that unfortunate number—each day has been ideal for the glad occasion and even on the thirteenth the ill omen could only work its evil influence for a short time in the morning, after which the rain ceased, the clouds cleared away before the smiling, happy children, and the sun shone forth in all its benign effulgence. The last was bigger than any that had gone before. How popular these entertainments have become, as well as how conducted and how thoroughly remembered and looked forward to and enjoyed, may all be gathered from the following notice of the last event published in the *News* of August 30th:

Suppose that the teacher in one of the grade schools of the city should say to her class some time during the school term, "Now, children, which of you can tell me what important event occurs the last Monday in August every year?"

Can you guess the result?

Every hand in the room would shoot up as if operated by machinery and every child would exclaim in unison, "Teacher, I know."

And supposing the teacher should say, "You may all answer," can you imagine any of those children making any answer other than to exclaim, "It's *News* outing, teacher.

Some might hesitate on the bounding of a state, the parsing of a word or the date of the battle of Bull Run, but there is nothing doing in the uncertainty line when it comes to telling the day of *News* outing.

And there's another of them here.

This is the day.

The sixteeth annual.

A day set aside for the entertainment and enjoyment of the children of Mansfield and vicinity.

As Mansfield has grown and shown progressiveness along all lines and as the Mansfield *News* has enlarged and improved in keeping step with this general advancement, so have the *News* outings been added to in attractiveness by the constant bringing out of distinctively new features and novelties which have had the effect of holding the interest of both children and adults.

Fifteen of these outings have gone before and it is a pleasure to the news to know that among the best friends of this paper are some of the men and women of Mansfield whose first acquaintance and interest in the *News* was gained as a result of their attendance at some of the earlier outings while they were still within the age limit prescribed for free tickets. And, would you believe it, some of those same men and women who attended the first *News* outing now have children of their own old enough to march up to the counter at the *News* office, hand in their coupon and say, "I want to get some tickets, please."

By the way, you should have seen the onslaught made on the counting room of the *News* office, following the publication of the outing coupon last week. Hardly had the

ink rested on the paper long enough to get a good hold when the first of the coupons began to come in, and the days since then have been busy ones for the office force upon whom devolved the work of handing out the free street car tickets and badges in exchange for the properly filled out coupons.

Did you happen to be so fortunate as to catch a glimpse of the *News* corner at 9 o'clock, when Mansfield's big city band began to get busy on the fine special program which had been arranged for this occasion?

It was a sight worth seeing.

Multitudes of happy children, their faces aglow with pleasure, chattering incessantly about the outing and their plans for the day's enjoyment, skipping about from one place to another, eager, excited, expectantly looking for some little friend who had not yet appeared—making in all as pretty a picture of innocent and exuberant childhood as one would care to see.

Once again the weather was fine, as it has been for every *News* outing, with the possible exception of the thirteenth, when for a short time during the morning hours the weather was threatening, and there was some rain, but even on that occasion the sun came out a little later and the greater part of the day was all that could have been desired.

There were special cars at the corner of Fourth and Main Streets to convey the children to the park and the large crowd was handled in a very satisfactory manner, a number of police officers having been assigned to special duty at this point to see that none of the children got in danger.

For this outing there was a special anxiety on the part of the children to get to the park early so as to be sure of not missing the free special matinee given at the Casino, which began at 10:15 o'clock, although there must have been a lingering idea on the part of some of the children that unless they were on guard the actors might start in a couple of hours earlier than that, as some of the children were waiting around the Casino entrance the very first thing in the morning for fear they would miss the first act, and that would not have done at all as the play was the king of detectives, and who could tell what the great detective might do at the very start-off in running to earth the bold, bad villain who was using the pretty lady in such a cruel and altogether heartless manner?

After the show the lunch baskets were brought out and dinner was enjoyed, following which, at about 1:30 o'clock, Prof. Leo Earl, the daring high wire performer, gave one of his thrilling exhibitions on a wire strung between two high trees to the west of the swimming pool, such a splendid location that the performance could be witnessed by the many thousands of children and adults without any interruption of their view.

As usual the residents of West Fourth Street have shown their interest in the children of the city by attractively decoraing their front porches and yards with flags and bunting, giving a gala effect along the entire street.

Along towards 5 o'clock this afternoon Prof. Earl will give another of his remarkable high wire performances and the balloon ascension and parachute jump is also scheduled for as nearly that time as the wind conditions are found to be favorable.

Past-President W. S. Cappellar, who with E. S. Histand, has editorial charge and direction of the *News*, is evidently as young in heart as in years past, though his presence has been missed at the last two sessions of the National Editorial Association—as joyous in heart and feeling as the children whose happiness his paper so successfully promotes. One of the attractive things about conducting a home newspaper is that the work never grows old, the oncoming generations of young people, with all their pleasures and interests, take the places of those passing before in a way that keeps the stream ever full, sparkling, bright and pure. The supply of the youth is never wanting. It must be most gratifying to a publisher to realize, as is stated in the quotation, "That the best friends of this paper are some of the men and women of Mansfield whose first acquaintanceship and interest in the *News* was gained as a result of their attendance at some of the earlier outings, while they were still within the age limit prescribed for free tickets." This very fact, too, brings the children of these close to the hearts of the editors. Look to the children and you have found the fountain of eternal youth for your paper, from which you may drink the sweetest and most refreshing draughts.

The *News* is a well conducted paper that keeps in hearty sympathy and close touch with the people. The paper sells at 2 cents a copy daily, except Saturday, when the price of the larger paper is five cents. It is delivered by carrier at ten cents a week or for three months, paid in advance, at $1.25; by mail the price is one dollar for 100 days or three dollars by the year. The normal daily circulation is over five thousand copies—the population of the city is about twenty thousand. It has a weekly edition at $1.00 a year, and has one competitor in both daily and weekly field.

Serving an Iowa newspaper for fifty years is certainly a career of which any one might feel proud. The Nestor of Northern Iowa Journalism is the Hon. A. K. Bailey, who if he lives until the thirteenth day of April will have completed his half century in newspapering. He has not skipped more than four issues of the Decorah *Republican* in all these years, and there has hardly been an issue which did not contain more or less of his writings.

Established 1891 — Standard Linotype Equipment — John P. Merrick, Proprietor

THE BOLIVAR BREEZE

Commercial Printing and Advertising

Bolivar, N. Y., 6/9/09.

Mr. B. B. Herbert,
1319 Ravenswood Park,
Chicago, Ill

Dear Sir:-

I take pleasure in enclosing check for $2. for renewal of my subscription for the coming year

In nearly every issue of your most excellent journal I find some article that is worth the subscription price.

With best wishes for you, I am,

Very truly yours.

STH/GL

THE PIONEERS AND THE NEWSPAPER

THE GLAD REUNION AND UNVEILING OF A MONUMENT, FOLLOWED BY THE DEATH OF A WORTHY EDITOR.

COPIES of the *Dakota Republican,* of Vermillion, S. D., of August 26th, and September 2nd, contain accounts of meetings of old settlers and of the dedication of a monument to "the old log school house." The *Republican* is of the right quality and spirit and certainly deserved the high compliments paid in a poem that formed a part of an address by the State Historian, Hon. Doane Robinson, before the Clay County Old Settlers and the "Log School House" Association. The remarks preceding the poem were equally happy, in portraying the real services to a new community of the newspaper, that never ceases to be a pioneer of all worthy undertakings, no matter how old, conservative and wealthy the community served may have become. Mr. Robinson said:

Clay County has been and is peculiarly favored in the means for recording the events of her career. The modern newspaper is the greatest of historians. What was formerly done at great expenditure of labor, in long hand, upon expensive parchments, to be sedulously guarded and read to the unlettered masses from the synagogues, the modern nawspaper does much more efficiently and comprehensively and lays before its constituency for their edification and instruction, and preserves carelessly, but successfully, to succeeding generations.

No other rural community of my acquaintance has so ably conducted and comprehensive and conscientious recorders of events as has Vermillion in the splendid newspapers published here. I am sure Brother Colvin will understand that no suggestion, invidious to his excellent newspaper is intended, when I pay an especial compliment to the Nestor of Dakota Journalism, *The Dakota Republican*:

I've sponged some pretty notions from Old Dana, in his day,
And Horace Greeley steered me in the proper way to vote;
I've always read them careful, and I love them still, ye'll note,
But I'm here to testimony, as I heard the justice say,
Ain't no paper circulated 'mongst us farmers down in Clay—
We've got them here from Boston and Alaska like as not,
From London and Wakonda, ain't no telling what we got—
Can't any of them measure with that old *Republican*
What's printed off by Willey and the Little Fellow Dan.
Now papers, they have spirits, I always will maintain,
And kind of human feeling that is pictured on the type;
Some is smiley, bright, refreshing, as a shower of summer rain.
And their columns throw off sunshine like waving green-ripe grain,
And they yield a crop of sympathy and trust and common sense
That has market value, can't be reckoned in per cents.
And for sense, and faith and sympathy, no other paper can
Match one that's made by Willey and the Little Fellow Dan.
You are smoothing down rough places. Help us stand against the pricks,
Teaching us that every setler is in duty bound to-day
To holler for the country in the good Abe Lincoln way.
You are loyal to Dakota; make us love our prairie sod;
Put trust in fellow-being and confidence in God.
O, I tell you for pure giftedness, no other paper can
Match one that's made by Willey and the Little Fellow Dan.

Messrs. Willey and Danforth are the editors and publishers of the *Republican,* which is now in its forty-ninth volume. The paper passed through all the trying pioneer days—and South Dakota had her full share of hardships and disasters, when existence was a struggle—and still the higher ideals were never forgotten, nor efforts neglected for their full attainment. We can but feel that these editors speak from the depths of the trials and difficulties encountered, in the following appropriate words in the leading editorial of the paper on this occasion:

The Old Log School House—1869. The Beginning of Public School Education in Vermillion, S. D.

Monument to "Old Log School House", Vermillion, S. D.

Even though the roof-tree, in many cases, no longer may cover the descendants of the earlier settlers, and though an alien people may come and take possession of the field and farm—a possibility altogether dim and distant in its remoteness—still is the work which was done here fifty years ago no less potent; the sound of the voice no less clear than if those very heroic figures again trod our ancient and historic thoroughfares and with their kindly hospitality and dignified yet gracious mien cheered our hearts by their veritable presence among us to-day.

The religious and educational and moral and political ideals that were here early, and fostered, are still a "possession forever" of all our people. The deeds of heroic sacrifice with which these homes were begun and built in the heart of a wilderness, and in constant peril of a savage foe, and despite

the hard conditions of mere existence, the patience and self-denial in the face of every danger and disaster and discouragement—all these have not perished, nor can they perish. The old pioneer spirit lives and leavens the mass of the multitudes peopling this goodly land. It resides not in the lovely valley below, it lurks not hidden in the fields and orchards on yonder prairies; but it makes its influence felt nevertheless surely in unseen and unsuspected ways. We suppose it would be a mistake for us to maintain that the old pioneer life—which has about it a flavor of romance—was purely ideal from the more modern standpoint. But we should love to glorify the past and take great pride in it. A people who do not glory in the deeds of their ancestors will never (or rarely) do anything worthy of them as descendants. For it was the influences flowing from the institutions they founded—the church, the school, the convention—which formed the bud of which the present is the flower.

And so, to-day, we are gratified and glad to remember these strong men of the elder-time and to rejoice in all that they did and all that they were.

made in education and in this the press has not only led the way, but has made a like creditable advance in the field of newspaper publishing. The Monument to the "Old Log School House" grew out of an organization founded in 1905, when a number of teachers and pupils met to welcome back one of their number. A permanent association was formed and a committee appointed to take up the securing of a monument, and now the Old Log School House and its site and many of its associations will be perpetuated The idea is a good one and the plan might well be followed in many other counties in the West, and the home editors are best equipped for the work.

We had progressed this far in reviewing the interesting and instructive matters connected with what we have written, when we noticed, in the *Dakota Republican* of September 2nd, the account of the

Buildings of the University of South Dakota at Vermillion, showing the Progress of four Decades

Future generations should return to these sacred sites and shrines, not only because there is romance and beauty about these vales and bluffs and prairie-plains and the shining streams that must appeal to even the coldest and the most irresponsive heart, but because they may again stand in the places where once their forefathers stood and catch the spirit that animated their strong hearts, and make the resolve that nothing that was good in them shall perish in their own lives.

Vermillion is the seat of the South Dakota State University and the City and County, urged forward and aided by the able, public-spirited local press, have had very much to do with the splendid success of the University. The *Republican* gives, in its issue of August 26th, a most comprehensive history of the County, the illustrations in the article of the *Republican,* and reproduced herewith, show most strikingly, by contrast, the wonderful progress that has been

death of Editor Colvin. The story of the life and death of this co-worker with those whom we have had occasion to commend, while giving a touch of sorrow to that which had seemed so suggestive of the glory and brightness of accomplishment, yet enforces, the more, the lessons contained therein. William Robinson Colvin, the editor of the Vermillion, S. D., *Plain Talk,* was born in West Bend, Wis., August 2nd, 1867, and died August 27, 1909. He went into newspaper work at thirteen years of age and followed the calling all his life. He had published the paper at Vermillion since July, 1897, or for twelve years. The editors of the Vermillion *Republican* say of him:

Our friend and fellow-frater, after long lingering and much suffering, has fallen, answering the final summons on Friday morning last. The sad event profoundly moves our

heart, even though we have felt for months the end was coming; we had striven to put the thought of it away, and tried to believe that it was not possible—"hoping against hope."

For twelve years we met him almost daily; engaged in the same profession and business, we early formed acquaintance and this easily ripened into relations of intimate fellowship. In many respects our contact with him was probably closer than that enjoyed by most others outside his own business establishment, and so we came to know very much about his personality and its various characteristics. But after what has been truly said of these by the two discerning and discriminating pastors, and by many others, it were seemingly superfluous for us to attempt to add to the weight of testimony altogether in his favor.

He was sympathetic, liberal, cheerful, true. His heart was great, yet in it there was no room for hatred. His smile was a benediction, and his pleasantry would illumine a problem or carry a point as quickly as it would blot out the blues that were holding some other soul in the bondage of doubt or despair.

He was the personification of public-spiritedness, and in his departure a potent force in our municipal affairs has been removed. He ever loyally labored for the material interests of this city and its tributary comunity.

We always reckoned him as alert, intelligent; possessed of a strong will; of no inconsiderable energy; of strict integrity. He was a typical citizen of this section of our fair young commonwealth in his unassuming and approachable manners, yet endowed with an ever-ready nature for responding to any needful call or emergency.

Whether as printer, publisher, editor, he was possessed of more than average ability and each and every task was performed in a conscientious manner. In the gathering and presentation of local intelligence he was unexcelled. He was just with every client, and generous with every employe.

The familiar name of "Billy" Colvin will linger long on the lips and in the minds of many Clay County citizens, and in giving expression to it, the love and respect prompting its utterance from the heart will serve as a living monument to his memory.

We offer this broken tribute in honor and remembrance of one who here served well and faithfully as a fellow-laborer in the same field with us for twelve years. He said his farewell "Good Morning" last Friday; to-day we tearfully and sincerely tender our last "Good-bye, Brother Billy."

In all this is displayed a deep and true fraternity between members of the press, co-workers for and in the same community—rivals but warm friends. This is as it should be everywhere, when men are worthy and actuated by the high principles of duty. Herein, too, are set forth, as exemplified in the life of the deceased brother, the noblest and best instincts of the worthy newspaper man. These good qualities were rcognized not only by his co-workers in the calling but by the community. One of the ministers, officiating at the funeral with the pastor of Editor Colvin's own church, said of him:

Hopefulness was his constant mood of mind. One of our merchants said to me after he died: "I always liked to meet Mr. Colvin. He always had a good word for everyone. His optimism was contagious. He wished well for all and did what he could to help everybody." Such a disposition is the very heart of a gracious ministry. Such hopefulness and well-wishing are like bursts of sunshine upon out spirits. Their touch fills our word with beauty. Their influence helps us to believe in ourselves. Through them we feel an undergirding of strength, so that we face with renewed courage all our difficult problems. Such men we miss most when they are taken from us, because we need them most.

While walking down the street yesterday with one of our oldest citizens, I said: "Talk to me about Colvin. What do you regard as especially characteristic of him?" After speaking with warmest appreciation of his large-heartedness, he said: "Mr. Colvin was a man of the people. It made no difference whether it was one going home from work all begrimed with sweat and dirt or one dressed in elegant clothes; whether one in high station or in low; whether rich or poor; Mr. Colvin always had a pleasant greeting for him, for he valued men not according to wealth or poverty, but for their worth as men." No finer commentary could be spoken upon anyone than this. One of the most inspirational things in our Lord's life was just this, that he valued men not for the accidents of their lives but for their worth as men. And when we lay away such a man in the grave we feel an irreparable loss.

Fairness was one of his prominent characteristics. He never took undue advantage. He knew nothing of rancor and bitterness. In the strife of political parties, his opponents would often say to him, "Brother Colvin, all that I ask is that you tell the truth about me." From him would come that hearty "I will." And he never failed to be as good as his word. That is the kind of journalism that makes for good citizenship, that builds up a community, and helps to preserve a noble spirit in all citizens.

The late W. R. Colvin, Vermillion, S. D.

Mr. Colvin was a public-spirited man. He believed in the people and in his community. He wanted to see our city forge ahead. Much of his own time and labor he gave to the general good without thought of compensation. He was a man of strict integrity, and was held in high esteem by our whole community.

Neither rivalry in business nor denominational lines could leave unrecognized the good qualities nor dim the lustre of the glorious character of this true editor.

Editors Seeing the Northwest—Land of Growth and Promise

(CONTINUED FROM SEPTEMBER NUMBER)

Editors, when on an outing, are always ready to embrace all means for improvement as well as for intelligent recreation. Largely through the appreciated management of H. B. Hale of Connecticut, who is an experienced ocean voyager, every evening aboard the good steamship Northwestern, during the twenty-day Alaskan trip, was filled with entertainment. One of the most enjoyable and valuable of these was devoted to newspaper-shop talks, the editors giving, off-hand, their methods as to different departments of newspaper work, editorials, country correspondence, circulation, advertising, etc., etc. This interchange proved so interesting and valuable, that the talks were resumed and a whole afternoon, profitably given up thereto on the return trip. Questions were asked and answered, and many declared that they had gained more practical knowledge therefrom, and the conversations following, than from all the papers and discussions of the convention. Such remarks as "that point is worth a hundred dollars to me," were frequently heard. Why not keep up these experience meetings in the pages of the NATIONAL PRINTER-JOURNALIST throughout the year? To this end we will be glad to provide an "Experience and Query at East Corner," open to all, free of charge, for the interchanges of ideas, the enumeration of trials and difficulties and asking how they may be, or telling how they have been overcome; for queries, and answers, discussions, views, suggestions, opinions and experiences. Such a department can be made worth a hundred dollars a year to every contributor thereto or faithful student thereof. Come, let us talk and reason together.

However, we started out to tell how usefully and pleasantly the time—not devoted to viewing the heaven-reaching, snow-capped mountains, the rolling ocean, the circling, gliding albatross, seagulls and spouting whales, watching the ice fields and the wonderful glaciers or to reading—and it must be remembered that there was daylight from 3 A. M. to 10 P. M., for sight-seeing and reading—was occupied by the editors. One evening Mr. Levi Chubbuck, of the U. S. Department of Agriculture and a graduate of the Agricultural College of the University of Missouri, who is engaged on the investigation of agricultural possibilities and farm management in Alaska, gave a talk along his lines of observations and work; and on another evening a Mr. Clark, who had eleven or twelve years' experience as a miner and quite broad information as to farming possibilities and gardening, addressed the editors.

One evening was given up to an Alaska experience meeting, each of the speakers giving what had most impressed them on the trip, on the theme, "What I have Seen in Alaska."

Three Sundays were passed on the steamer and at 11 A. M. of each, services were held. On the first Sunday, Rev. E. L. Conklin, a Universalist minister and editor of the *Universalist Register* of Chicago, preached a sermon on "Doing," from the text, "If ye know these things, happy are ye if ye do them." The second Sunday, Rev. Crafton a Presbyterian minister and editor of Mitchell, S. D., conducted a song service, giving briefly the biography of the author and the facts with regard to each hymn and showing that our most stirring and popular hymns were written by members of many different denominations though having the same religious spirit and feeling, as "Lead Kindly Light," by a Catholic; "Jesus, Lover of My Soul," by a Methodist; "Nearer My God to Thee," by a Presbyterian, and so on. It was a most delightful service and all joined heartily in the singing.

The services on the third Sunday were conducted by the ladies and were the most interesting of the three. Mrs. Greenhow of New York made a very instructive address on missionary work in Alaska and showed, by the great number of interesting facts she related, gathered on the trip, that she was a genuine newspaper woman. Mrs. Jewett, editor of the *Union Signal*, of Chicago, spoke most pleasingly and sweetly on temperance work, and showed a broad spirit of human charity and love, and another lady followed with an address on the work of the Y. W. C. A. in Alaska and throughout the world; her remarks were bright and pleasing, informing and inspiring.

—Courtesy Drs. Fred and Charlotte Baker, San Diego, Calif.

Fathers Duncan and Herbert with the Christian Flag
Presented by Chas. C. Overton

—Courtesy of Drs. Fred and Charlotte Baker, San Diego, Calif.

Indians and Editors at old Russian Prison and Coal Mine,
Cook's Inlet, near Port Graham, Alaska

At a called meeting, on the last evening on the boat, resolutions of thanks were voted to all those from whom courtesies had been received, including therein the Alaska Steamship Company, the captain and officers of the boat, and Mr. Will A. Steel of the Seattle committee, who was declared to have redeemed every promise, and the following rhymes, written by Mrs. M. L. Turnage of Mississippi, were read:—

Mrs. Stephen Putney of Virginia, proposed a most expressive and fitting toast to Alaska and spoke briefly of the pleasures of the trip.

The excursionists were not so thoroughly cut off from direct communications with the rest of the world as many had expected. The steamer was furnished with a wireless and excellent service was rendered. A little paper, printed on a type writer, was issued each day, giving brief news items of especially important events from all parts of the country together with the baseball scores of the leading teams, and the local news.

The paper was called the *Northwestern Wireless Tribune*, and had "Ampere Sparks" for editor and manager; Messrs.

Glenn C. Taylor and W. M. Glenn as associate editors and Mrs. M. L. Turnage, society editor.

The following from the issue of August 4th, will be found of interest and will afford a sample of the local news and notes:—

"The ship unloaded 600,000 pounds of freight at port Graham yesterday, most of which went up Cook Inlet and the Susitna River. It kept the men busy for twelve hours unloading it. The four horses that were loaded at Seattle unloaded and they seemed to feel pretty good after their long ride standing, with no chance at all to lie down, for ten full days. But they did enjoy the grass and the rolling they got on shore.

Mr. S. W. Eccles is one of the passengers we picked up at Seward and he will go back to Valdez with us. Mr. Eccles is the president of the Copper River R. R., and vice-president of this ship line, and his home is in New York. He is closely connected in a business way with J. Pierpont Morgan, the Guggenheims and other prominent capitalists of New York.

—*Courtesy of Drs. Fred and Charlotte Baker, San Diego, Calif.*

At the McPherson Ranch, on Central Alaska Railroad, six miles from Seward

Some of the party at Port Graham yesterday took a small boat sailing and went up to the head of the little bay and into the river for a picnic and had a most enjoyable time. They say the river was filled with a million salmon, so many that they caught a number of them with their hands.

Most of the party at Port Graham yesterday spent part of the forenoon chartering the little steamer Tyonic and going up the Inlet to the old Russian penal colony and viewing the ruins. There are about forty natives there who are fishing and running the coal mine that is there. The Russian government had a penal colony there about 100 years ago and worked the convicts in a coal mine. We saw the ruins of the old stockade and the coal mine and several of the party got some old relics, such as spikes from the old ruins. Many pictures were taken of the natives and all concluded that it was a very precarious existence the natives had with none of the comforts of life.

At Port Graham we reached our most western point, 152 degrees of longitude and 59 degrees and 21 minutes of latitude, about two degrees south of our northern point, which was Valdez. A good idea of the location may be had when we say that it is about 160 miles east of Honolulu and in time it is five hours west of H. B. Hale's town in Connecticut.

We had a fine view of Mt. Ilianna, 11,000 feet high and Mt. Redoubt 10,000 feet high and Mt. Douglass nearly 7,000 feet high, as we went up the bay to the penal colony yesterday at Port Graham. These three mountains are on the chart as volcanoes, but Ilianna is the only active one. It was a fine sight to see the volcano sending up its black smoke and steam with white snow for a background, as all three of them were covered with snow with hardly a tree or land showing at all. Ilianna is near the coast, but sixty miles away, and it was easy to imagine the hot lava running down to the sea, although with the black smoke we could not see the lava. This is one of the few active volcanoes in the United States possessions and we were mighty glad of the chance to see it work.

Coming out of Cook Inlet last night we passed close to Sea Otter Islands, but as the killing of these valuable fur animals is prohibited by law, Capt. Croskey would not stop the ship and let the passengers kill any of them which live on the islands and which we imagined we saw on the rocks of the island.

Passengers on board last evening witnessed one of the grandest and most beautiful sights of ocean scenery of which the mind of any traveler could dream. About 9:30 the last dim ray of golden sunshine glistened across the dreary waste of waters from the west, and the sun sank into the blue ocean, leaving a horizon blazed by the varied hues that the artist, Nature, could make and never was cloud and color texture more beautifully blended. We gazed at it in

—*Courtesy Drs. Fred and Charlotte Baker, San Diego, Calif.*

Childs Glacier, with falling Ice

rapturous amazement when some one called our attention to the east and there we beheld the great old moon peeping above the surface of the distant ocean like a dull red flame, making the water gleam like silver, from its light. Some thought it was a ship on fire and were unable to comprehend that it was the full moon until it was well up. The aurora borealis was plainly visible at midnight, and it seemed that the heavenly wonders would never cease."

Mr. Charles Overton christened the "inland passage" traversed by the editors with the new name of "Grand Oceanic Canyon of Alaska"—1,100 miles long and penned in from end to end by snow-capped mountains.

Be a Live Wire

A letter has reached our desk, on the envelope of which, printed in red ink, is the slogan, "Come, be a live wire in a live town." If your newspaper is a "live wire" it will go a long way towards making your city " a live town," besides, being "a live wire," and living an active, earnest life filled to its utmost possibilities with cheering words and deeds and all kinds of useful accomplishments, is the way to live a hundred years and is much more important and helpful to true success and happiness and beneficial to mankind than is the size of your field of work or the positions of honor you may occupy or any office, however great, you may be called upon to fill.

EDITORIAL NOTES AND POINTS

FOR that permanent interest, goodwill and trustful faith in the press, as counsellor, guide and friend, as well as imparter of reliable information, expounder and interpreter of truth, the newspaper should ever be as an open forum to all the people, in which to champion their own rights, and to advocate improvements in all conditions of life. It should be the open, free, independence hall of debate for every rational advocate of improvements in the industrial, in education and government as well as for correcting abuses. Men can not generally meet together for discussions in these days of our great and complex population, but the newspapers reach all and should be open to all. In this opening of the pages of the paper, for the promotion of all good and the correcting of all wrongs, is not only a public duty performed but the course of highest business wisdom is pursued. All men should be treated as free and equal with the inalienable rights of defending life and liberty, good government and the intelligent pursuit of happiness, by every conductor of a newspaper, so long as there is no effort to interfere with, do injury to or in any way to discommode others, but the rather to advance the interests and freedom of all under just laws and regulations.

* * *

No other calling than that of journalism presents such opportunities of gathering and dispensing to others the richest fruits and flowers of human lives. It is doubtful whether any benefit ever results in portraying the badness of the bad. It is questionable whether any one is warned or made better by such publications of misdeeds and it is pretty certain that many are led to copy wickedness, through too great familiarity, rather than to flee its influence. It is, at least, to be regretted that so much is expended in finding out and telling the stories of crimes and criminals, of lust, jealousy, hate, avarice, envy and covetousness and of their resulting violence, injustice and murder, while there is so much of purity, love, friendship, benevolence and goodness with their saving deeds of heroism, self-sacrifice and devotion to all good works—for the promotion of well-being, peace, comfort, prosperity, justice and righteousness—to record and to tell by way of encouragement, example, helpfulness and inspiration to all who may be weak or in doubt or buffetted by the evil that is around or in them. Reproof of wrong and wrong-doers and the laying bare those things that tend to private injury, or public wrong and injustice, is profitable to all newspapers, as well as a duty, but evil communications corrupt public morals and lead individuals into vicious ways. The highest mission of the newspaper is to find, to make known and to exalt all that is best, most helpful, uplifting and worthy in human lives, in the community, city, state, nation and the whole world. This world is, after all, one of light, love, life and beauty, of flowers, blossoms and fruits, with benevolent design manifest on every hand, and to get all the love, the light and goodness and all the seeds of kindness and good deeds into the minds and hearts of men, promises much more for a rich harvest, than the sowing broadcast evils, doubts, and crimes.

* * *

There is no other calling than that of newspaper-making out of which the workers therein may reap such rich harvests to themselves in the way of knowledge of men and of affairs, of broadness of view, of government, of the many openings to thrift and usefulness and of all the workings of society, of politics, finance, trade and commerce. If you are not getting more out of newspaper work, from week to week, than your wages, salary or money-profit, you are making a failure of yourself and missing the grandest opportunities afforded by the calling for advancement and usefulness therein and for thorough preparation to fill the highest positions of usefulness in city, county, state or nation.

* * *

The newspaper is bound by no theory or creed except to narrate events as they occur, truthfully, clearly without fear, favor, prejudice, self-interest, or bias of any kind; for this reason, it is ever the handmaiden of progress. Every new idea, discovery, suggestion or helpful thought or interpretation of phenomena, of cause, or effect, may and ought to be given as news, with all the rational claims on which new thories rest,

without giving any cause for blame. In this way the trades, sciences, commerce, transportation, and all the arts of living, of healing, or governing, methods of higher production and of conversation, are served and men all over the world, at nearly the same time, are able to reap the benefits.

* * *

Aspirations for greater things, broader opportunities and larger influence are not to be counted as vain or useless, when they inspire to worthier efforts in the lines of one's work, but frequently, opportunity, time, energy and needed preparation and concentrated effort on the work at hand, are all frittered away by vain longings for a bigger sphere, while not half cultivating the field that one has and that might be made to yield riches to bless all mankind. One work thoroughly accomplished, though it be in a corner, or one life thoroughly inspired and lead into a noble career, has a power of multiplying and extending until the whole world may be reached and benefited. We have good authority for saying "that which is done in a corner shall not be hid," and "that which is spoken in the ear in closets shall be proclaimed from the house-tops." All great movements, reforms, inventions and discoveries have come from some "corner" of the earth, from some village, or neighborhood, some study, sanctum, workshop, or humble home, and has received its first impetus, been recognized, encouraged, tried, worked out and adopted in some narrow circle, where intimacy and confidence had their abiding place. It is the intelligence, the conscientious, delving and tilling—the thoroughness of the work and not the broadness of the field—that yield the most precious harvest.

* * *

We are pleased to notice, by a recent issue of the Patchogue, L. I., *Argus,* L. B. Green's continued activity in the interests of Suffolk County, Long Island, N. Y. Mr. Green is President of the Suffolk County Board of Trade as well as editor of the *Argus*, and both as Editor and President, he is ever active in advancing his town and county, in a way that shows the true spirit of the useful, successful newspaper man. A second annual outing of the Board of Trade was held on the last Monday in August and Editor Green presided at the banquet and acted as toastmaster.

"In his introductor remarks he outlined the purposes of the Suffolk County Board of Trade—the improvement of all Suffolk County—and spoke of the great beauty of the spot where the dinner was served and of the excellence of the repast itself. He urged every member to take an active interest in the board and to secure all new members possible, as by having a larger membership the organization would wield a greater influence in the development and improvement of Suffolk County."

There is always work for the live editor in the promotion of home improvement and prosperity whether in the old State of New York or in the new States of the Great West.

President Green had secured the following noted men as speakers, which shows that he has gained a wide influence in his work: Judge Wanhope Lynn, Congressman William W. Cocks and Dr. Booker T. Washington, each of whom he introduced in an appropriate and graceful manner.

Judge Lynn referred to the inland waterways as of the greatest possible importance to Suffolk.

Congressman Cocks "made plain his earnestness in the project for deeper waterways. He spoke almost exclusively on that topic and its benefit not only to Suffolk County, but to the state and nation, from a commercial point of view"

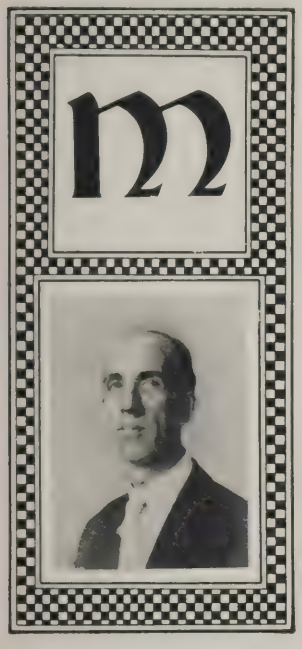
We refer to these points to show our readers how generally the cause of deep waterways has taken hold of the best men in all sections and to suggest and urge the necessity of the newspapers, everywhere, keeping up the agitation for deep waterways and good roads.

Booker T. Washington naturally devoted his remarks largely to industrial education or manual training, which is of vital importance to every citizen, to every boy and girl of the Republic, for it is not only the natural method of education but it is the only effective education that prepares youth for the activities of life, while aiding to the highest mental and moral development. "A sound mind in a sound body" was not only the motto of Greece and Rome in the days of their strength and glory, but has been the practical, underlying, guiding principle of every nation or people that has attained greatness.

Dr. Washington said, in part, "that he had learned to love Long Island because here he could get his feet on the earth, and that he was trying to teach his people, to keep their feet on the earth. He said he liked to get out and dig in the earth after visits to the city. He told of sixty outside schools of which his institute has charge. Each school teaches principally the industry most needed in that particular section. The old-fashioned school houses are superceded. In their place are pretty little houses where the teachers reside and where the pupils learn not so much from books as from nature and the particular surroundings of that neighborhood. Dr. Washington interspersed his talk with many amusing anecdotes. In closing he urged the Suffolk County Board of Trade to do all it can to have industrial teaching advanced in the schools of Suffolk County, to make education touch the life of the people. Conditions should always be studied and the matter of education should always conform to them.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



MOST of us are now wearing ready made clothes. Several years ago we thought they were not good enough for us; and those of us who are tall and slim, short and fat, or otherwise do not conform to the standard model of person, could not be supplied by the ready-made dealer at all. The manufacturer of ready-made garments has, however, risen to the occasion and is making goods which not only fit all of us, but which also make an appearance fairly satisfactory for general purposes; so much so, in fact, that the tailors have seen their business fading away from them, and within the last few months have entered upon a campaign of co-operative advertising in an attempt to convince us that the made-to-measure product is in every way superior.

I have brought this up simply because it furnishes us a case analogous to that of the typographer and the engraver. The typographer is using stock materials, and may be said to correspond to the manufacturer of ready-made clothing. The engraver, on the other hand, makes each design for one particular use, thus representing the custom tailor. Here the analogy ends, however; for while the custom tailor seems to be losing business, the engraver seems to be creeping up on the typographer and capturing much of the good work that the latter should rightfully have as his own. It is simply up to the man who handles type to adopt the tactics of the manufacturer of ready-made clothing and fit his product to all conditions, so that it will be considered entirely satisfactory in almost every case.

I take a large amount of pride in the art of typography and I believe it has practically unlimited possibilities. I am extremely anxious to see these possibilities developed to their full extent, rather than having our craft overshadowed by allied lines. I am anxious to see a number of typographic artists develop to such an extent throughout the country that it will not be considered necessary to call in an artist and engraver to get up designs for every booklet cover or title page which comes up.

* * *

We must, however, get away from the idea that the type founder has done everything for us that is to be done, and that we are simply mechanics employed to put together his designs. The multiplication of type foundry designs and the introduction of mechanical processes has of course been extremely advantageous; at the same time it has given to the less persevering members of the craft an idea that they can get up satisfactory designs without the expenditure of any gray matter on their own part. To this extent these innovations have actually been a detriment. The man who has but a few fonts of type and a small case of brass rule realizes the poverty of his equipment; and if he is worthy of the trade he makes every effort to make up for this deficiency by an expert handling of the material at his command. I am not arguing that we should have less equipment; but I do insist that we

THE NORTHWEST IS GROWING AND PROGRESSING WONDERFULLY. NOW IS THE TIME TO LOCATE THERE.
$25.00 FROM St. Paul, Minneapolis, Duluth, Superior and Missouri River Points
$31.55 FROM Peoria
$32.00 FROM St. Louis
$33.00 FROM Chicago
NORTHERN PACIFIC
Fall Colonist Fares to the Pacific Northwest
PORTLAND TACOMA SEATTLE SPOKANE ASTORIA
WALLA WALLA EVERETT BELLINGHAM VANCOUVER VICTORIA and
to many other points in Montana, Idaho, Oregon, Washington, British Columbia and to all intermediate points where normal one-way fares are higher.
Via the
Northern Pacific Railway
Effective daily
Sept. 15 to Oct. 15, 1909
inclusive
Tickets second class—honored (upon payment of berth rate) in electric-lighted, leather upholstered
TOURIST SLEEPING CARS
operated several times daily on fast trains over the "Scenic Highway through the Land of Fortune"
TICKET AGENTS: Route your passengers via Northern Pacific to give them the best possible trip.
E. D. ROCKWELL Dist. Passenger Agent 212-216 Century Bldg. Des Moines, Ia
A. M. CLELAND Gen Passenger Agent St. Paul, Minn

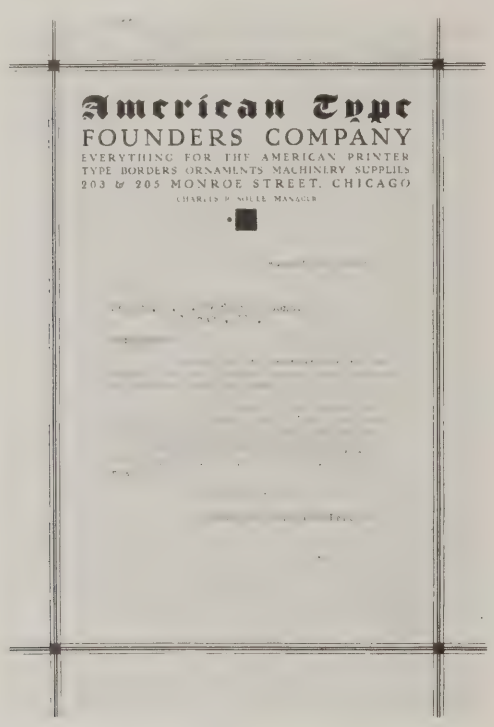
No. 1

should take into the use of this increased equipment the same spirit with which we handle a smaller amount of material. The type founders have not undertaken to supply brains for the man at the case; they have simply tried to give him a superior equipment by which he might with the same expenditure of energy on his part turn out superior work. In a large number of cases, however, printers are relying too much on what the foundries have done for them and too little on their own efforts.

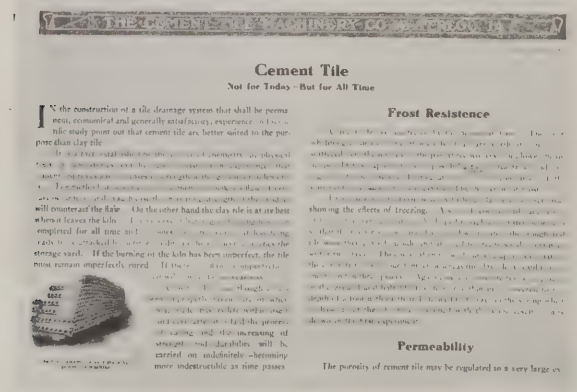
I sincerely hope that this does not look like scolding, for that is of little value either in a publication or elsewhere; but I have a pride in typography and am jealous of any inroads made into the field which really ought to be ours.

* * *

We are to have another contest in the very near future. I am not at present able to announce the details of it; but I can say this much, that it will be directed along the line of getting up some attractive department headings for the NATIONAL PRINTER-JOURNALIST. These headings are changed from time to time, sometimes being set in type and at other times being engraved. It has occurred to the publishers that there are among our constituency a large number of printers who would be glad to see their work in the headings of this journal, and who are competent to get up headings which will be not only creditable to themselves, but to the publication as well. I should like therefore to have our friends start to thinking along this line. I do not know as yet what the prizes will be, but I believe one of them ought to be the imprint of the successful contestant underneath the heading which he has designed.


American Type
FOUNDERS COMPANY
EVERYTHING FOR THE AMERICAN PRINTER
TYPE BORDERS ORNAMENTS MACHINERY SUPPLIES
203 & 205 MONROE STREET, CHICAGO

No. 2

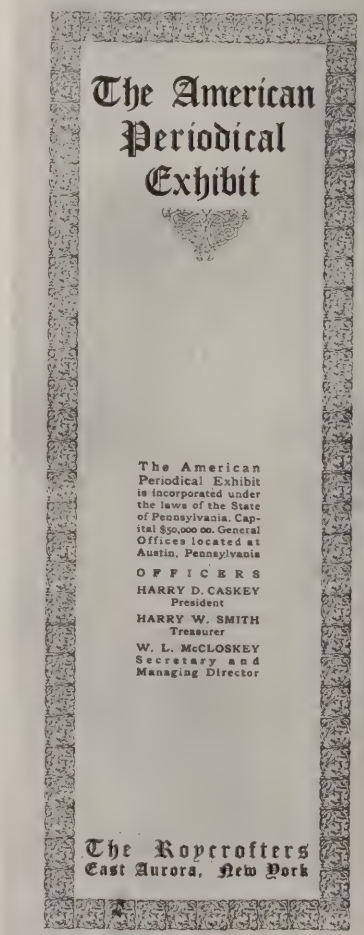


No. 3

* * *

It is not an easy task to design a heading such as this which will stand the test of time and continue to be attractive from month to month. I can say this from experiernce, for I tried it at one time myself and know whereof I speak. I shall not say which heading it was which has appeared in the last few years that was the work of my hand, for I am not especially proud

No. 4


The American Periodical Exhibit
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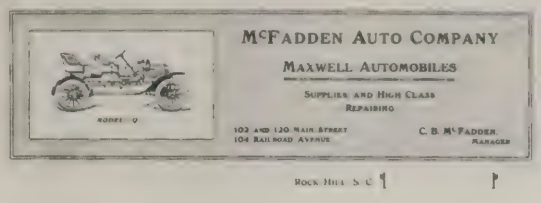
HARRY W. SMITH
Treasurer
W. L. McCLOSKEY
Secretary and Managing Director
The Roycrofters
East Aurora, New York

No. 5

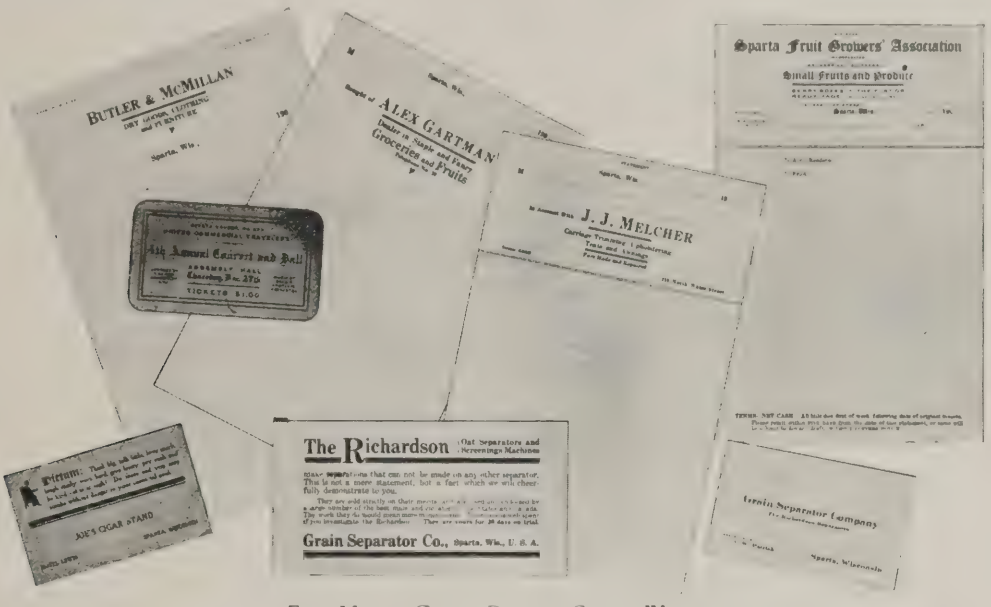
of it. I think, however, I could name several of my friends of this department who could get up a head of which all of us would be proud; and there are no doubt many others. This month we start out with some engraved headings, which will be used for a few months, at the end of which time I hope we shall have something in from this contest, which the publishers will consider a desirable substitute. Details of the contest will probably be given next month.

The samples and catalogues which are sent out by the paper houses are a part of the education of almost every printer, and every office should see to it that these samples reach it regularly. A large number of them are printed in the highest style of the art, and one of their greatest values is in the color schemes which thy show. These samples are gotten out for the most part by artist printers, who are well trained in color combinations and who understand how to bring out the value of the colors and qualities of different kinds of stock to best advantage. I have before me a number of samples from Henry Lindenmeyr & Sons of New York, which bring out the point I have suggested. One of them is a little book of samples of

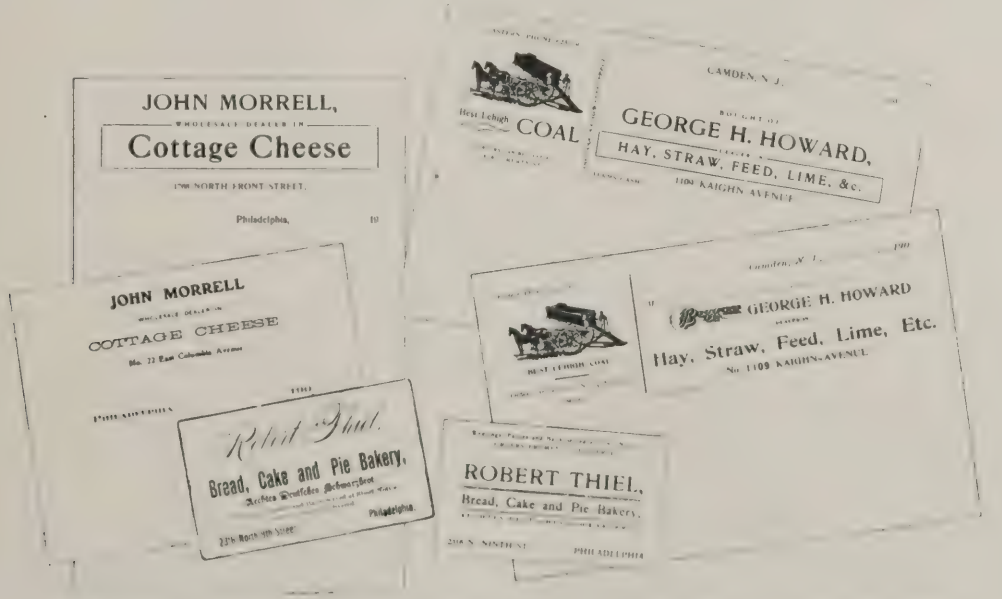


No. 6

Translucent bristol, each one having printed upon it a small design in an ink appropriate to the color of the board. Even this one example furnishes me sugges tions in color schemes which I had not thought of be-


BUTLER & McMILLAN
ALEX GARTMAN
Sparta Fruit Growers' Association
Small Fruits and Produce
J. J. MELCHER
The Richardson Oat Separators and Screenings Machines
Grain Separator Co., Sparta, Wis., U. S. A.
Grain Separator Company

From Monroe County Demorat, Sparta, Wis.



Three Specimens by Warren S. Dressler, Camden, N. J. and the printed copy from which they were set

fore. Other samples sent out by this house are Minton enameled embossing cover, and an enameled book paper which is called Colored Woodcut.

I am showing also two pages of a little folder sent out by the J. W. Butler Paper Company of Chicago, together with samples of index bristol. This house sends out from time to time some very handsome advertising and I would advise any one within its territory to get on its mailing list.

* * *

A little folder from the Queen City Printing Ink Company suggest to me also to say a word in regard to advertising matter sent out by the ink manufacturers. While to a considerable extent such literature attempts to include as many colors as possible rather than pleasing and harmonious combinations of two or three tints, they are extremely educative in showing the different colors which are being manufactured.

* * *

There is a call very frequently for a letter head which will accomodate a small amount of writing. For this purpose the note head is almost obsolete and very many people do not care for the memorandum head, believing that it looks "stingy." To take the place of this the American Type Founders Company seems to be using a head of unusual size with a wide border around it, reducing the space for writing to a small compass and thus giving the letter the effect of filling the page. This head is 7¼x10½ inches. Of course, the only disadvantage in the use of such a head is that is has to have a special sized envelope to fit it. In the present instance it is folded in three folds, and enclosed in a large envelope. It could, however, be folded in quarters and sent out in an envelope somewhat approaching a baronial in shape.

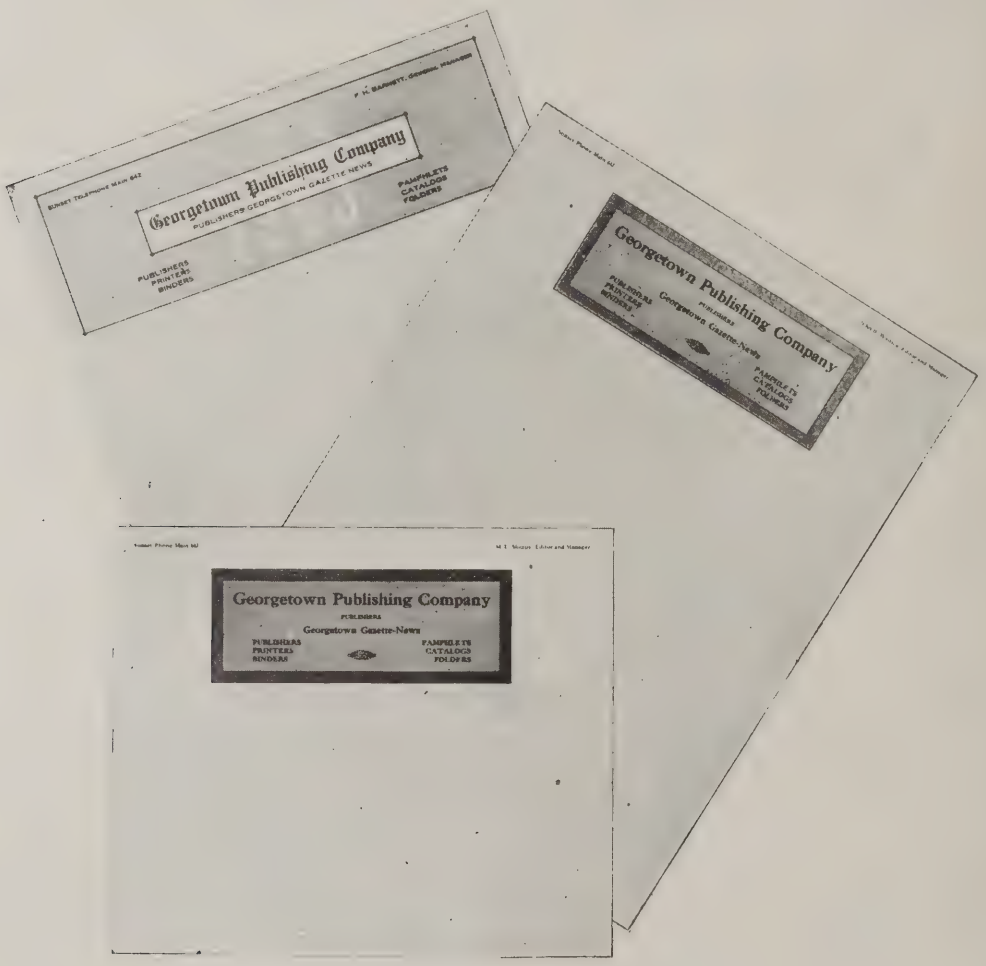
I am here showing two pages taken from a little catalogue sent out by the Dodge Manufacturing Company of Mishewaka, Ind. It is gotten out in two colors, the cuts and descriptive matter in small type accompanying them being in black and the rest of the page in brown. It presents a decidedly attractive appearance all through.

* * *

I am here showing a post card sent out by the Northern Pacific Railway. It is 6¼ x 8½ inches in size and is printed in two colors, the familiar red and black which this company seems to delight in.

* * *

Sam H. White, Rock Hill, S. C., sends a letterhead of the McFadden Auto Company which is well worth reproducing. I wish I might give it in the three colors of the original but will do the best I can with a half-tone. The tint as shown there is a very light green, the rule work is in orange and the type is in brown. It is not only well designed but is superbly executed.



Work of J. C, Farmer, Georgetown, Wash.

* * *

I have from Warren S. Dressler, Camden, N. Y., a bunch of specimens of considerable excellence, several of which are being shown in this issue. To me the most interesting are those to which he has attached the original copy as submitted to him. The improvement in each case is to be seen at once. These originals look like some of the work which was turned out in the early days of my apprenticeship. Possibly

some one will be able to guess my age from this statement, and I am willing to confess that it was a long time ago.

* * *

I have from J. C. Farmer of the Georgetown Publishing Company, Georgetown, Wash., three different letter heads for his company. I do not like the larger one with the tint background. It has the appearance of being larger than necessary, and having this back ground simply to fill in black space. The other heads are fairly satisfactory, though there might have been a little more care on the press.

* * *

The *Monroe County Democrat,* Sparta, Wis., sends

A Neat Letter Head

heading is used. In this case, however, it is not to be deprecated by any means. The pages are much larger, being 8x10½ inches, and for the most part there is little other illustration. In this case, therefore, the

By Warren S. Dressler, Camden, L. J.

in a bunch of work which I am glad to see. Many good specimens have from time to time come from this office and I believe it is capable of producing many more. I am showing a number of these specimens in this issue.

* * *

A couple of months ago I took occasion to comment on a booklet sent out by the one of the railroad companies in which a half-tone running head was used on the pages. This I did not like because the pages were small and nearly every page contained in addition a large half-tone illustration. I am showing here a page from another catalogue in which this same style of half-tone head is used to very good effect. This page is taken from a catalogue printed by the Stewart-Simmons Press, Waterloo, Iowa.

* * *

I am here showing a title page taken from a little booklet which has just reached me, regarding an exhibit of American periodicals. This exhibit is intended to be taken from city to city and placed on exhibition for a period of days or weeks. While I have nothing to say about the merits of such an exhibit, the booklet which announces it is well worthy of inspection from a printer's standpoint.

Alaska and the Exposition

(From Ontario, California *Record,* August 26th.

Alaska contains 590,844 square miles of territory, or, roughly calculated, an area equal to about one-fifth of all the other main land possessions of the United States.

Texas contains 265,780 square miles, California contains 158,360 square miles, Oregon contains 96,030 square miles, and Washington contains 69,180 square miles. Total, 589,350 square miles.

Alaska, therefore, has an area equal to these great states with a trifling surplus, about equal to the state of Rhode Island. Her coast line is about 26,000 miles long, or greater by 1,000 miles than the circumference of the earth, at the equator.

The big Treadwell mine on Douglas Island has alone produced more gold than this government paid for all Alaska. She has enriched the nation with $52,000,000 worth of furs; $50,000,000 worth salmon and has produced $165,000,000 in gold.

Courtesy Northern Pacific Railway

A Shipping Scene on Puget Sound

Alaska produced $19,000,000 in gold during 1906 and geologists assure us that there are many great mineral deposits still undisturbed by the prospector's pick. Vast deposits of copper and coal exist at the headwaters of the Ianana and elsewhere, and their development has now begun. Tin is found on the Northern coast of Seward Peninsula and the quantity and quality of this deposit has been reported upon favorably. No census has been taken of Alaska since 1900. The population at that time was 63,592, of whom 30,507 were whites, 29,536 natives and the rest negroes and Asiatics. There has been a considerable increase during the past ten years and the white population is probably over 75,000 now.

* * * * * * * * *

In southeastern Alaska the islands and main coast are covered with very dense forests of spruce, hemlock and cedar. In this section some twenty small mills operate, supplying a quantity of lumber of fair grade for home consumption. Along the Yukon are vast forests of spruce, birch and willow. The timber varies considerably in quality and size in different sections. Dawson mills, for instance, furnish from native sources a large percentage of the timber used in mining operations on the Klondyke.

* * * * * * * * *

One thing Alaska does not need, that is boosting. She has more loyal citizens than any country I have seen, population considered. The various towns vie with each other for commercial supremacy and while the rivalry is a pleasant one, yet it is sufficiently keen to keep each of the municipalities alive. As a result every community is bending every effort to outdo its nighbor. In the dozen or more towns I visited I made it a point to interview as many business men and others as possible and without exception they were loud in their praise for Alaska and a unit in proclaiming it the only place on earth to live. They say that if one lives there a year he will not be satisfied to live elsewhere. Californians, while they are a loyal lot for their state, yet there are many, especially in the smaller towns like Ontario, who are given to decrying anything and everything about their own community. From these Alaska boosters they could learn a valuable lesson.

Several things are needed to give to Alaska the full share of what the country is entitled to. For instance, your Uncle Sam has spent no money along the coast line of the territory. With more miles of coast line than there are miles around the world there are no light houses, beacons, bouys, or other coast aids, for the ships that ply the waters of that country. The route known as the inside passage takes the traveler along hundreds of miles of Canadian shores, and let it be said for the northern neighbor that they have proper assistance for the vessels that travel that way.

Here are some entertaining views, incidents and facts by Editor Orno Strong, published in his papers—he has three—*The West Coast Trade,* Tacoma; *The North Coast Trade,* Spokane; and *The Oregon Tradesman,* Portland:

THE BEGINNING OF THE END.

The last stage of the journey was decidedly interesting. The Northwestern steamed down beautiful Resurrection bay, through the great gates, guarded by three mountain sentinels, and out into the ocean. After a blessed day's work the sun went down in a glorious blaze of color, with the serrated peaks of the coast line of the Kenai peninsula silhoutted against the evening sky in artistic profile. Then, from far across the waste of waters to the eastward came another light, which took the form of a great red globe and the full moon rose stately from the ocean. Within the next two hours the beautiful Aurora borealis lighted up the northern sky, and the significance of the term, "Land of the Midnight Sun" dawned upon us.

Port Graham, Aug. 3rd, is the place and date that marks the westerly end of the editorial excursion of 1909. The place consists of a good wharf, warehouse, small store and agent's

residence; the day a perfect summer one, warm and clear. Port Graham is situated on the west coast of Kenai peninsula in a sheltered harbor off Cook Inlet.

* * * * * * * * *

NATURE'S PICTURE GALLERY.

The scenery presented to our view was as beautiful and sublime as ever pleased the eye of man. The port opens directly into Cook Inlet and the granite peaks that line the shores and protect the entrance of the harbor show the wear and tear of ages. Wind and wave have cut great caverns clean through the rocky cliffs and honeycombed them into a thousand fantastic shapes. Three magnificent mountain peaks stand out distinct and vivid on the far shore of Cook Inlet. caught on the return trip. While steaming through Sumner strait, Aug. 9th, near the close of the day we had a sublime

Courtesy Northern Pacific Railway

Scenes in Seattle, Washington

Seattle from Elliott Bay — On Capital Hill — Second Avenue

view of a cluster of mountain peaks designated as the Devil's Thumb, Kates Needle and Castle mountain. In the foreground were the smooth waters of Sumner strait, then the The largest of these is the volcano of Mt. Iliamna clothed in a spotless garment of white reaching down to the water's edge, and emitting a volume of white smoke from one of its craters. It is 10,900 feet high and 60 miles away.

* * * * * * * * *

THE NEW JERUSALEM.

Many of the beautiful views missed on the going were forested hills, like the green hills of Eden, and above all, mountain peaks in garments of spotless white lifting their spire-like forms above the clouds into the light blue of Heaven. It was an entrancing scene of rare beauty and reminded us of the New Jerusalem written about by St. John in the Book of Revelations.

* * * * * * * * *

FATHER DUNCAN'S METLAKATLA.

The most interesting place we visited on the return trip was Metlakatla, the unique but successful sociological Indian colony, founded by the venerable Wm. Duncan. The party was met at the wharf and welcomed by Father Duncan, conducted to the church and thence to the town hall where he gave a reminiscent talk on his work among the Indians. Father Duncan is hale and hearty at the age of 78 years and says he has never been sick a day. He has devoted his entire life to missionary work among the Indians. First, for thirty years at Port Simpson, B. C., when, owing to some disagreement with the Church of England, he left with about half the tribe and settled on Annette Island and transferred his allegiance to the United States. The government gave him a grant to the whole of Annette Island, about 133 square miles of land. He has been and is still the brains of the colony and transacts all its business; has educated the Indians and taught them to work. Heretofore the principal industry has been fishing and hunting, but Father Duncan says the fur-bearing animals have grown scarce and the white man seems to have a monopoly of the fishing, therefore he will now turn his attention to farming. The business of the colony is represented by a

cannery, saw mill and store. There is a fair class of frame buildings and a large cathedral, containing a pipe organ. There are no streets, but good broad walks and commons and playgrounds, and a definite municipal system of government.

Alaska, designated as the outcast territory, is just coming into its own glorious heritage. The government now makes an annual appropriation for the construction of military and post roads, bridges and trails. It has already constructed 452 miles of wagon road, 397 miles sled road and 256 miles of trails. The appropriation for 1908 was $250,000.

The government has also constructed 2,524 miles of submarine cable, 1,403 miles of land wire and 879 miles of wireless. Its service covers every industrial center and prominent mining camp. The wireless has been one of the most useful factors in the development of Alaska, as during the winter frequent breaks occur in the land wires. The intervening mountain ranges do not interfere a particle with the transmission of wireless messages.

* * * * * * * * * *

Courtesy Northern Pacific Railway
A Montana Trout Stream

SOME WORD PICTURES OF THE ALASKA-YUKON-EXPOSITION.

From the Ontario (Cal.) *Record.*

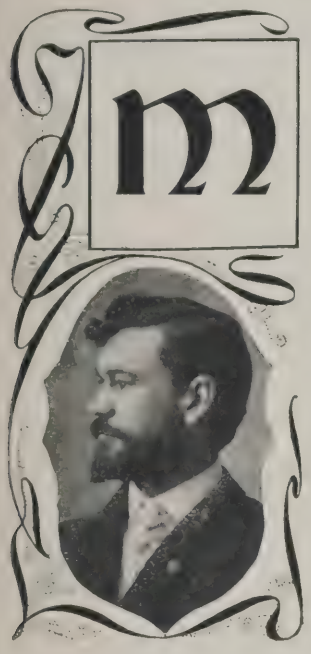
The grounds are very beautiful. The Grand Central Court of Honor with its cascades and geyser basin makes a beautiful vista. In the view from the upper part of the court can be seen in the distance, the Olympic Range, Mount Rainer and Lake Washington. Terraced up from the walks to the buildings are wonderful beds of flowers. They consist for the most part of the immense Shasta daisies, poppies, pansies and Sweet Williams. There are many roses, but to us of Southern California where roses grow abundantly, they seemed few in number. The flowers were arranged with wonderful taste as to coloring, and grew in such profusion that they made a beautiful setting, with velvety green grass, for the buildings. The buildings are of a deep cream or ecru and blend in harmoniously with the trees, the flowers, the water and the sunshine.

* * * * * * * * * *

One of the buildings overlooked by many visitors, because small and perhaps unattractive, is the Spokane building. I spent quite a little while in this building. True it is small but I could only think what a labor of love had been expended on the interior. As is usual in such a building, were the displays of fruit, vegetables, grains, etc. But that which appeals to me were the wonderful panels in the sloping roof. Here were depicted scenes from actual photographs. There were a mountain scene, railroad, river, Indian, hunting, lake, a farm in all details, and many others, and these were all produced by the use of the various grains raised there. In all the details as to light and shadow they could not be improved upon.

We walked down Pay Streak to wait until the beautiful sunset should disapear and the hazy twilight creep on and then in the misty twilight we wandered back again to the Court of Honor. As if by magic wand, waved by an unseen hand a transformation scene took place. The crystal cascades now became cascades of color, now red, now green, now blue. The buildings a creamy white by day, now scintilated with myriads of dazzling lights and became palaces of gleaming jewels. Turn where you would, a scene of dazzling brightness greeted you on every hand. Overhead the vaulted blue skies, studded with stars, on either hand below a scene of beauty and brightness never to be forgotten, and as we slowly wended our way homeward, we turned for a parting look to take home with us a memory picture of the beautiful Seattle fair.

NEWSPAPER CRITICISMS



MR. H. G. BISHOP, in his department of Business Management, in this journal for last month, asks why there are no millionaire printers. There must be a reason—possibly there are many. The term printer covers too wide a field for me to attempt to consider here, but I believe I can throw a little light upon the subject as to why there are no rich country

were once pitted against liars of the community

tion: The two notorious

—but it will bear repeti-

editors. You have doubtless all heard that old story

—I am not sure that I have not rehearsed it myself before in these very columns

each other at a public gathering, it being agreed that the one who could stretch the truth the furthest should win a liberal purse of money. Accordingly, Liar No. 1 took the floor, cleared his throat and began his story: "Once upon a time," he said, "there lived a rich country editor—" "Give him the prize," shouted Liar No. 2, "I can't beat that." To me it is the simplest thing in the world why there are no rich country editors. The condition of modest comfort or sheer poverty prevalent among country newspaper-makers is plainly due to the fact that here is a class of business men who year after year sell their chief product, namely, the newspaper itself, at the least possible profit, and frequently for no profit at all. As the cost of raw material rises, so the tinker and the tailor raises the price of their products, and I know of hundreds of newspapers that have sold for $1.00 per year without change for the last fifteen years, notwithstanding that recent years have witnessed a steady increase in the cost of nearly everything that has gone into their manufacture. I have in mind a young country editor who is putting out an ideal little paper. In size his is a small sheet, but a big one in point of contents, each issue containing from six to eight galleys of ten point solid. This young editor, although a very busy man, keeps exact records of every transaction in a complete set of double entry books. He therefore knows to a cent just what each department of his business costs him, and likewise just what each nets him in profits, and he tells me that on each one of his 800 subscribers he would clear ten cents per annum, provided each and every one of them would pay up promptly at the end of the year; but, it is needless to add, like all subscription lists, there are always enough who do not pay up so that the interest on their accounts alone would probably more than eat up the $80 representing the 10c per capita profit. The consequence is that this editor just about strikes even on his subscription accounts at the end of each year. Just think of it: Printing a paper fifty-two times a year, working at least three days out of the week to perform a labor which barely pays the expense of itself without netting the owner a cent of profit. The yearly subscription price of this paper is $1.00. Now, if it were $2.00 instead of $1.00, the proprietor would find the business of publishing his little newspaper, together with the advertising patronage, far more profitable to him than his attention to all three branches are at present. He would be able to run the office entirely without help, and in that event, too, the work would doubtless be of a higher grade than the kind of workmen he is able to employ are doing for him to-day. But as it is, my poor young friend is living a very strenuous life, grabbing a gripful of samples and rushing to neighboring towns after business whenever there is a momentary lull in the regular routine work, poring far into many a night over his books or his typewriter, slaving at the job cases, and breaking many a Sabbath, simply that he may make both ends meet, feed his wife and babes and pay his help and his current bills—and all on account of this folly of the dollar-a-year paper. And why does he not raise the price of his paper, do you ask? Simply because he might just about as well lock the office door and move on. It would all be practically the same in the end with two big county-seat papers and as many as a dozen other contemporary dollar-a-year papers in the field. A newspaper is pretty much only a newspaper to the public, after all, and size of page is always a strong selling point. My young friend runs a small office, works like the "devil" (in the truest sense of the print-shop term) does about $2,500 worth of business annually, and hasn't the capital with which to start a fight with his richer county competitors. If there are no rich country editors, they have their fool dollar-a-year rate to blame for it.

* * *

Mr. O. Byron Copper, De Soto, Wis.

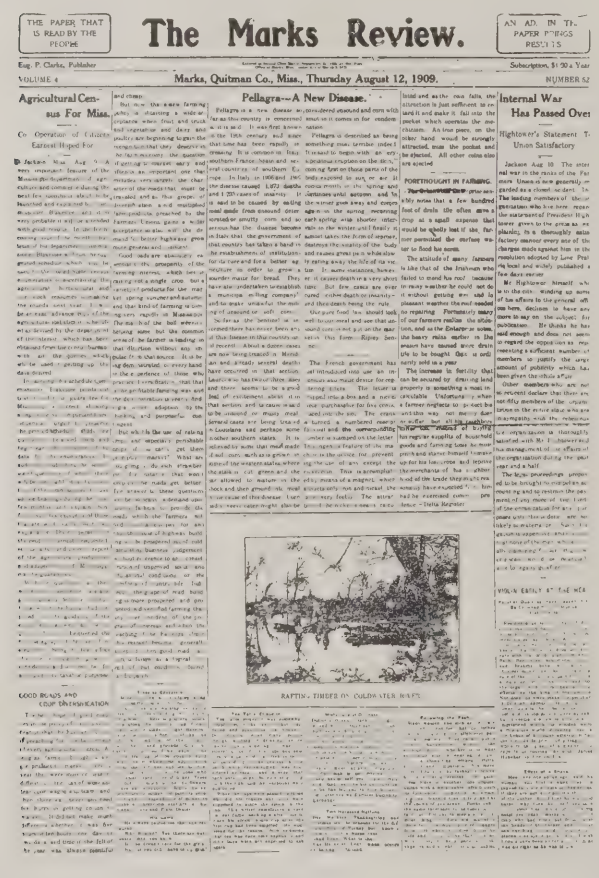
DEAR SIR:—The N. P.-J. for September is at hand. I notice by it that the copy of the *Herald-News* which I sent you found very little favor in your department. While the criticisms offered were duly appreciated, I am going to take the liberty as an interested reader of the NATIONAL PRINTER-JOURNALIST and particularly, of your department, to explain the situation and to ask you a few questions.

You advocate a front page which contains no ads of any kind for the country weekly. In this office about five galleys of news matter is set every week which puts into service practically all the body type in the office. This together with our ads—and there are no deadheads—fill up the four pages of the paper which we print at home. If I were to attempt to make up the front page without the use of ads, I would have to run front-page articles, editorials and locals all on the same page, and would thus have no distinctly separate departments whatever. On the other hand our inside pages would be filled with nothing but advertising matter. This, in my opinion, would make the crudest kind of an appearance for a paper.

There are a few papers in the state of North Dakota that can boast of a front page made up entirely of news matter. Some of these are run for political purposes by men of wealth; some of them are almost as free from advertising matter on the other pages as the first one, while a comparatively small number of them are run on a paying basis. It seems to me that it is time that the newspaper business was employed as a means for owners to make a comfortable living, rather than to work for the "glory of the cause" alone.

Another proposition: If all papers would adopt your methods of making up a newspaper throughout, would there not be a tendency to make all newspapers alike, in mechanical appearance? Would you recommend a monotonous samesess in the make-up of every newspaper in a state for example? It seems to me that by advocating your method as the only sane way of making up a paper, you are discouraging any attempt to incorporate anything new and original into the general make-up of the paper.

A printer, however ambitious and painstaking, has in a small country print shop almost always some adverse and trying conditions to contend with. With a scarcity of good material, and customers who have ideas of their own and are willing to pay special prices to have their ads run on the front page it is is hard for the employe to get things done the way he might want them. Those are things for which I think it is hardly fair to blame them.


The Marks Review.

Marks, Quitman Co., Miss., Thursday August 12, 1909.

Agricultural Census For Miss.

Pellagra—A New Disease.

Internal War Has Passed Over

Exhibit 1

I am sending you this because I want to learn, principally, if you believe there is only one right way to make up a country newspaper.

Yours truly,

R. A. Qualey.

I find my work on this magazine in effect identical with my regular newspaper work: If I praise a man, he is pleased; if I censure him, he is incensed. And how can it be different, when in both cases I have to deal with human beings? Of course, one might expect a little different results when dealing with men of his own calling; but we cannot get away from the fact that we are all human. I welcome this objection from Brother Qualey, however; but I consider his contention that the clean front page is impracticable and only a luxury which the oppulent and influential newspaper can enjoy, is the purest kind of nonsense. I have run small country newspapers, under the most trying circumstances that a printer ever went up against, without a cent of political boodle to buoy me up, either, and knew just what it is to be overburdened with displayed advertising, too; still, I never found it impossible to maintain a front page that would have compared favorably with any of my richest contemporaries. "Where there's a will, there's a way." I want to add, too, that never yet to my knowledge have I lost a dollar's worth of business on account of my high ideals; quite to the contrary, I know of many a job of advertising I have landed merely because I maintained a neat, dignified paper, a paper that gained a reputation in its field for bringing results for its advertising patrons. I recommend nothing to the fraternity here with a view to causing them to lose money; but I am urging them all to adopt such methods as I

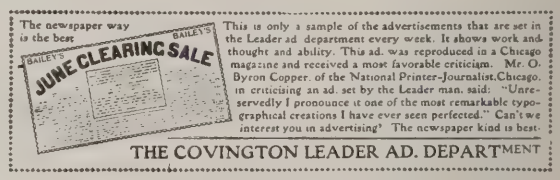

The newspaper way is the best
BAILEY'S
JUNE CLEARING SALE
BAILEY'S
This is only a sample of the advertisements that are set in the Leader ad department every week. It shows work and thought and ability. This ad. was reproduced in a Chicago magazine and received a most favorable criticism. Mr. O. Byron Copper, of the National Printer-Journalist, Chicago, in criticising an ad. set by the Leader man, said: "Unreservedly I pronounce it one of the most remarkable typographical creations I have ever seen perfected." Can't we interest you in advertising? The newspaper kind is best.
THE COVINGTON LEADER AD. DEPARTMENT

Exhibit 2

have tried out and found both practical and profitable, both from the standpoint of the artist and the commercialist. If the Edmore *Herald-News* hasn't enough "dress" to cover her, more ought to be provided; and a paper that is so overcrowded with business as this one, cannot consistently plead poverty. If there isn't enough room to provide the proper proportion of reading matter, then the size of the page ought to be increased, else the all-home print system adopted. There's no use trying to prosper by hampering pros-

Exhibit 3

KEEP KOOL
COME in and GET SOME COOL CLOTHES
Khaki Suits for Men. Best quality at per suit
$3.00
Light Underwear. All sizes at 50c., $1 and $1.25 a suit
Khaki Shirts at 00 cents, $1.25 and $1.50
Nothing will outwear them
$1.50
Children's Khaki Suits—ages 6 to 12—while they last, $2.50
J. S. SOLBERG

Exhibit 4

perity with makeshifts. As regards the brother's complaint that my recommendation of similar method of makeup for all newspapers must tend to destroy individuality, he might just as logically contend that the upright physical likeness of mankind leaves no chance for human individuality. In my own country there are as many as half a dozen newspapers, anyway, which are made up mechanically almost exactly alike, yet individuality is just as strong in each as the distinction between blondes and brunettes. There is not the slightest hint of monotony. Moreover, in all the hundreds of papers that I have reviewed in these columns that maintain clean front pages, I have yet to find two so near alike that distinction seems to have been lost. That Brother Qualey thinks the rules I advocate would tend to discourage originality in the makeup of newspapers, convinces me that he is either a confirmed pes-

simist or had been suffering from acute indigestion when he wrote me this letter; for radically to the contrary does the folowing out of my suggestions tend to inspire and encourage the makeup man to newer and better things. And now, in conclusion, it affords me an abundance of pleasure to reply most emphatically from the bottom of my heart that *I do believe there is but one right way generally to make up a newspaper* —first page clean; ads on all other pages graduated, with largest space at bottom, and all to the right hand sides of the pages—exactly as there is but one technically right way to spell "cat." The novice and the unschooled may write it "kat," but that doesn't look good to those well versed in orthography.

* * *

MARKS, MISS., August 14, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending four latest copies of the Marks *Review* for your criticism. Don't want any compliments unless deserved. Have just recently made the *Review* in this form, having recently put in a small cylinder press. This paper is published in a town of less than 800 people. With an ordinary, but new, outfit, am trying more and more every week to carry out your ideas of a clean title page.

Thanking you for your opinion, good or bad, I am,

Fraternally, EUG. P. CLARKE.

An examination of Brother Clarke's paper is gratifying. A clean front page is maintained (Exhibit 1) with fairly good contents, a pretty creditable print is

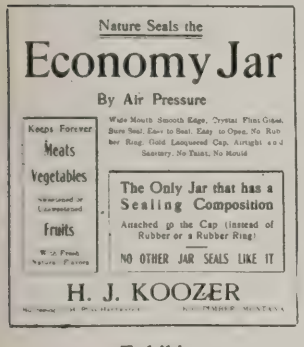


Exhibit 5

Now is the Time
To Spring the Question Again
Are You Going to Build this Season, and do You Want the Best Stock at Right Prices?
Crane-Johnson Company

Exhibit 6

secured and excellent modern type faces figure throughout in the typography. I have particularly noticed the modern ideas in evidence in the ad composition. This is, of course, not flawless, but constructed along promising lines. I do not particularly admire the present style of heads employed, as evidenced in the reproduction, and would earnestly advise something better, as so frequently described in this department. Especially are cap lines to be preferred and all end punctuation should be omitted.

* * *

Exhibit 2 illustrates the unique method by which the Covington, Tenn., *Leader* advertises its ad genius, Brother Tom McGregor, and the department over which he presides. This was a neat little blotter—a commendable form of publicity.

* * *

Because the following letter voices a sentiment that I have long cherished, I reproduce it herewith. The problem in a print shop is to get the work, do it well, and then deliver it in the least possible time. Now in this day of keen competition one cannot expect to continue or even begin to get the work unless he can turn it out in first class shape and do it quick. Nor can he reasonably expect to do either of these latter things without good material. That stated, the whole problem solves itself: Get the material first; this facilitates the work, enables the printer to deliver the goods in the shortest length of time, printed in the most up-to-date faces and fashion, which in turn insures future business. Following, then, is the opinion of men who trying this plan:

GLIDDEN, IOWA, August 13, 1909.

Mr. O. Byron Copper, De Soto, Wis.

FRIEND COPPER:—I am writing you this time to correct an impression you have gained to the effect that the firm of Orchard & Rubey have the means to improve their plant as they see fit. This is incorrect. I wish it were as you think. However, you had something in the N. P.-J. which pleased me much and set both of us to thinking. It was that if you had to borrow money to improve your plant you would get what improvements were needed. I have long contended that material and plenty of it was cheaper than labor. You seemed from the article to think similarly. We decided to try the experiment and did. The result is some radical improvements. The machine seemed a necessity as it is not always easy to secure good help and we do not desire to employ help less efficient than ourselves for we can do enough hard

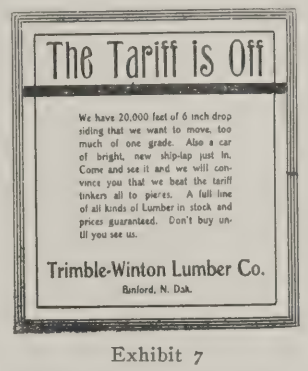

The Tariff is Off
We have 20,000 feet of 6 inch drop siding that we want to move, too much of one grade. Also a car of bright, new ship-lap just in. Come and see it and we will convince you that we beat the tariff tinkers all to pieces. A full line of all kinds of Lumber in stock and prices guaranteed. Don't buy until you see us.
Trimble-Winton Lumber Co.
Binford, N. Dak.

Exhibit 7

work ourselves—too much in fact. The experiment of improving a printing office on credit may be a little risky—probably is—but so far we are satisfied with the result and expect to gain faster financially with plenty of material and less help than with less material and more help. We know every man—and especially a writer—wishes to be correct in his statements and this is our excuse for writing you. Many thanks for the nice things you have taken occasion to say about us. There are several changes we wish to make yet as soon as it is possible to do so, but we feel it is not wise to try to do too many things at once.

Yours very truly, H. F. RUBEY.

You Will Soon Harvest One of the Best Crops Ever Grown in this Vicinity
That means that you will have to have more help—that means that you will need more of everything to eat. Let us figure with you on your harvest needs. We will guarantee prices against all comers—catalog houses included, for same quality goods
Work Shirts | Underwear | Overalls
Jackets | Hosiery | Gloves
Crockery | Glassware | Shoes
Dry Goods | Furniture | Clothing
We think you will be interested in knowing where you can buy your harvest supplies most economically. We venture to tell you that we are in a position to sell you groceries as cheap and in many instances cheaper than you ever bought them before. We handle only those goods which we know are good values—only goods which we know will satisfy you and every customer in every way. Quality cannot be shown on paper. Let us show you what we have to offer.
BUCHHEIT, BAKKEN & Co.
BINFORD NORTH DAKOTA

Exhibit 8

Exhibit 3 is an ad specimen from the Glidden *Graphic*, the paper of which the author of the above letter is one of the publishers. It shows the beauty of simplicity of typography and perfect massing.

BIG TIMBER, MONT., August 10, 1909.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—Inclosed you will find a couple ads on which I would like very much to have your criticism.

Thanking you in advance, and best wishes, I remain,

Yours fraternally, RUDOLPH SMITH.

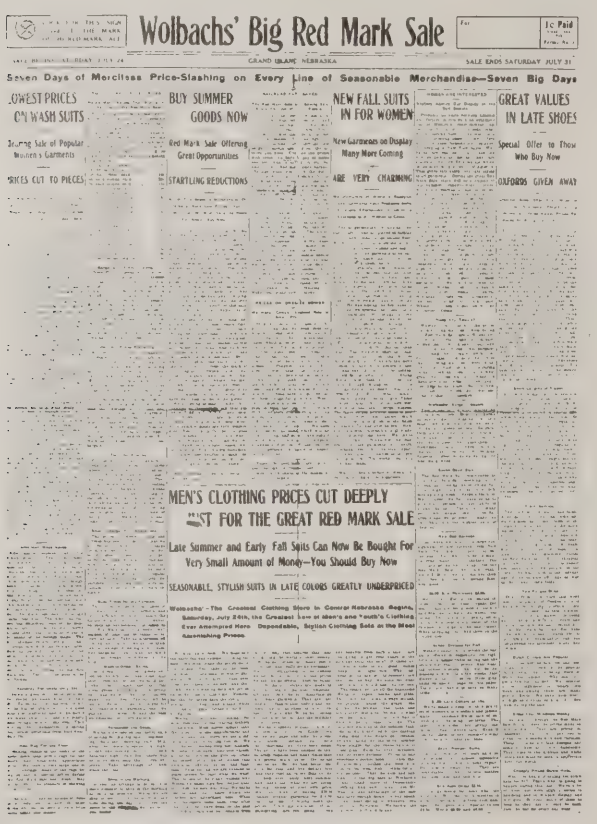
I am exhibiting both of these specimens from this contributor, as Nos. 4 and 5. Both are neat, pleasing examples, denoting the advantage of natural, simple composition and care of treatment in detail. The attention to design, massing and display has been almost perfect and therefore the result is pleasing. In No. 5, however, the inter-spacing of the word, "Sealing," while the balance of the line remains normal, is a grave error which should never be repeated. In such cases of letter spacing, treat every word in the line alike.

* * *

BINFORD, N. D., August 13, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover this week's copy of the Binford *Times* and hope you may find


Wolbachs' Big Red Mark Sale

GRAND ISLAND NEBRASKA

SALE ENDS SATURDAY JULY 31

Seven Days of Merciless Price-Slashing on Every Line of Seasonable Merchandise—Seven Big Days

LOWEST PRICES ON WASH SUITS

BUY SUMMER GOODS NOW

NEW FALL SUITS IN FOR WOMEN

GREAT VALUES IN LATE SHOES

Special Offer to Those Who Buy Now

OXFORDS GIVEN AWAY

STARTLING REDUCTIONS

MEN'S CLOTHING PRICES CUT DEEPLY

JST FOR THE GREAT RED MARK SALE

Late Summer and Early Fall Suits Can Now Be Bought For Very Small Amount of Money—You Should Buy Now

SEASONABLE, STYLISH SUITS IN LATE COLORS GREATLY UNDERPRICED

Exhibit 9

room in your valuable publication to give me such pointers as may suggest themselves to you. They will sure be appreciated.

The *Times* is a one-man shop—all the work from soliciting advertising and job work down to washing rollers and sweeping out is done by myself.

Trusting you find commendable work in the paper, I remain,

Yours,

C. E. PETERSON.

Notwithstanding that Brother Peterson fails to maintain a clean front page and isn't exactly following my ideal method of making up his other pages, I still find much excellence in his paper, the Binford *Times*. There's good editorial work, excellent press-work, and first-class typographical work in evidence. Truly one who can achieve such standards of excellence in three departments of the calling is exceptional. The *Times* may be a "one-man paper," as Editor Peterson says, but the amount of high-grade advertising matter and clean, well-set straight matter in its six-column pages would never hint it even to an experienced newspaper maker. So excellent is Brother Peterson's advertisement composition that I cannot forgo showing several of his fine ad-specimens as Exhibits 6, 7 and 8. Note well their fancy, yet simple, design, their clean strong masses of black, gray and white, and their exquisite balance throughout.

* * *

WARSAW, KY., August 11, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you in this mail four copies of our new paper, the Warsaw *Leader*. Our first edition is completely exhausted, consequently, we are unable to send a copy of same.

Now, Mr. Copper, we have tried to follow your teachings in the NATIONAL PRINTER-JOURNALIST, as we believe in you. Will you kindly criticise our efforts in the next issue of the Journal? Go as far as you like. We will appreciate it.

Yours truly, THE WARSAW LEADER,

By S. R. Clore.

Every Red Mark Offering is Important!

Greater Savings Were Never Advertised!

The Red Mark Sale Prices Strike Shoes

The Red Mark in Wool Dress Goods and Silks

Special Values in Towels That Are Too Good to Pass

Wash Goods at Red Mark Prices

10c

5c

4c

7c

19c

29c

89c

New Homespun Toweling

Rich Savings on Carpets and Rugs During the Red Mark Sale

Red Mark Prices Figure in Domestic Bargains

Never Such Bargains in Stylish Millinery

The Red Mark is Here Too

Many Thousand Handkerchiefs at Bargain Prices

The Red Mark is Responsible

Red Mark Sale on Boys' and Children's Clothing

Sale Begins Saturday, July 24th and Closes Saturday, July 31st

10c

WOLBACH & SONS

19c

GRAND ISLAND'S RED MARK STORE FROM JULY 24th TO JULY 31st

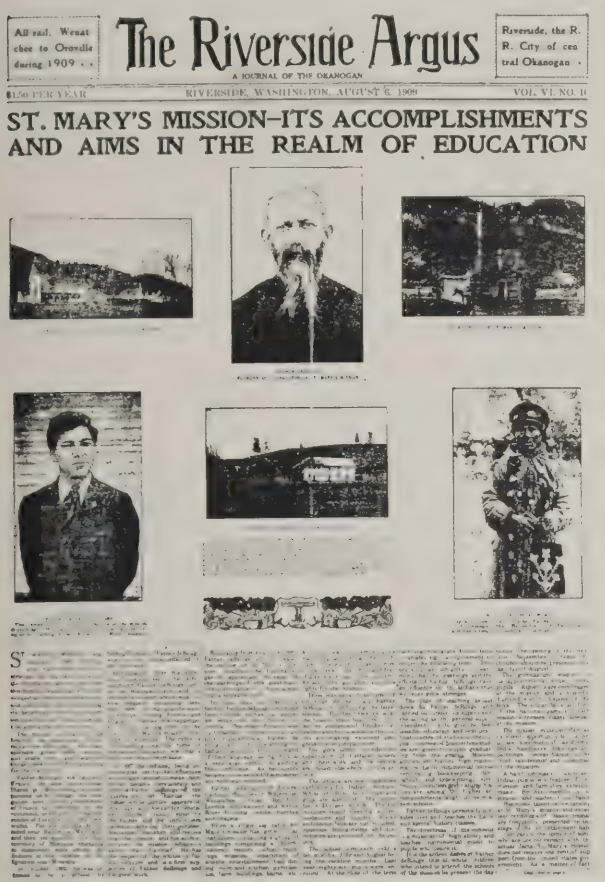
Exhibit 10

In many respects Brother Clore's Warsaw *Leader* is highly complimentary to this department, inasmuch as it has been the confessed endeavor of its publisher to plan it along the lines advocated herein; and particularly is this true with reference to contents. And yet the advertising support is limited, and hence there is column after column left for reading matter. Contrary to custom, none of these contain plate, but are all filled to overflowing with crisp, spicy home-set local news. The fine, clean front page may be seen as exhibit 9. On the inner pages, letters from some two dozen correspondents appear—and this is going to be one of the principal features in deciding the *Leader's* future success. At the time these papers under review were printed the Leader was sending to Atlantic City the young lady who would secure the greatest number

of Leader subscriptions. This is an excellent scheme for popularizing and advertising a country paper. Thus far I have forgotten to say that the *Leader* is a six-column folio, printed wholly at home. Its impression is highly creditable, and, while at present the typography is plain, this may improve, I trust, as the paper becomes better established and settled down to profitable work. Personally I wish the *Leader* an abundance of success.

* * *

The next letter I have to present is one of rather a personal character, but it contains so much that is pleasing, such a fine sentiment—the sentiment of the man who has got the print-shop odor in his nostrils, the smear of printers' ink on his hands—and loves 'em both, that I want to share it with the rest of you. The



All rail. Wenatchee to Orondle during 1909 . .

The Riverside Argus

A JOURNAL OF THE OKANOGAN

Riverside, the R. R. City of central Okanogan .

$1.50 PER YEAR — RIVERSIDE, WASHINGTON, AUGUST 6, 1909 — VOL. VI, NO. 11

ST. MARY'S MISSION—ITS ACCOMPLISHMENTS AND AIMS IN THE REALM OF EDUCATION

Exhibit 11

"circular" to which Brother Johns refers in the following epistle is really a newspaper—a store newspaper—but quite unlike the average store newspaper, for it bears the touch of the master newspaper man on every page, in every column, and in every paragraph. For convenience sake, I reproduce two pages of this folio (Exhibits 9 and 10). The first shows the first page, a fac-simile of that of the perfect modern newspaper. Scrutinize this exhibit carefully; note the news that this man with a "nose for news" has gathered from the shelves and counters of the Wolbach store. No one but an experienced newspaper man could have done it so well. The second page shows another feature of the "circular" (the last three pages of which were full page ads). In this ad the "marks" were in red, making a unique effect. Throughout the typography of this circular was fully up to the eminent grade of the text. Here is the letter from the writer of this gigantic and creditable advertisement:

GRAND ISLAND, NEB., August 5, 1909.

O. Byron Copper, De Soto, Wis.

DEAR BROTHER COPPER:—I am in receipt of a letter today from Col. Herbert, containing a clipping from the "Newspaper Criticism" department of his excellent publication. I wish to thank you very much for the kind words that you have said in my behalf, and although I have not yet seen a copy of the PRINTER-JOURNALIST, I know that the ads are reproduced in an excellent manner.

Do you know, Brother Copper, that if you don't receive any returns in this world for the roses that you throw in the paths of your fellow workers, and the kind words of help and encouragement that come from your pen, which cheer, comfort and make us better newspaper men, that somewhere and some time in the Great Beyond there will be a reward for you for the good work that you have done and are still doing. I cannot find adequate words to tell you of my appreciation of the kindnesses showered upon me. While they might not have been wholly deserved, yet I know that they have caused me to strive and to reach forward for better things.

If It's in the Okanogan Country

BLACKWELL'S DEPARTMENT STORE

Has it in its Merchandise Stock

Why should you spend valuable time waiting for some small local merchant to order what you want?

SEND US YOUR ORDERS FOR ANYTHING IN OUR VARIED LINES. WE PROMISE THE BEST SERVICE OF ANY HOUSE IN THE COUNTY AS WELL AS RIGHT PRICES

Items of interest to most people now are

GENERAL HARVESTING SUPPLIES

We have everything in this line---McCormick Rakes, Mowers, Binders (Machine Repairs for the above), Steel Cables, Manila and Sisal Rope, Jackson and Harpoon Forks, Hay Pullies and Carriers, Hand Forks, Oil, Oil Cans, Machine Wrenches and Tools, Binder Twine, Grain Bags, hay Slings, Trip Catches

Exhibit 12

I love the newspaper work. I am in touch with it every day. I can't break away from it and feel right. I love those who are in the work and especially those, like myself, who are working for cleaner and better newspapers.

Under another cover I am sending you a copy of my latest circular. Seven thousand were used besides three pages of the circular in two papers. It brought business and lots of it, too.

To be sure, I will send you my work from time to time, not with the idea of praise or publicity, but with the idea in view that if it will be of any assistance to the newspaper men of this great country you can use it as you see fit.

Again sincerely thanking you and wishing you all kinds of success, I remain,

Fraternally yours, C. C. JOHNS.

* * *

RIVERSIDE, WASH., August 21, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I mail you two copies of the Riverside *Argus*. I submit them to you for criticism, with especial reference to the ads, the full-page ads. I do all the mechanical, reportorial and office work on this paper single-handed, and let me assure you, it keeps a fellow going

some all the time. I exclude all ads from front page, but in the case of the county fair ad I made an exception as the fair is a home affair and is entitled to all the prominent boosting it can get. As to grading the items on the local page, I simply have not the time to do it at present. The full-page ad in the issue of August 20 took me just nine hours for composition, part of it night work.

With best wishes,

Yours,
J. A. Bristol,
Editor *The Argus.*

THE GUYMON DEMOCRAT

Vol. 1. Guymon, Texas County, Oklahoma, Thursday, August 20, 1908 No. 32

OUR MOTTO "Pro Bono Publico"

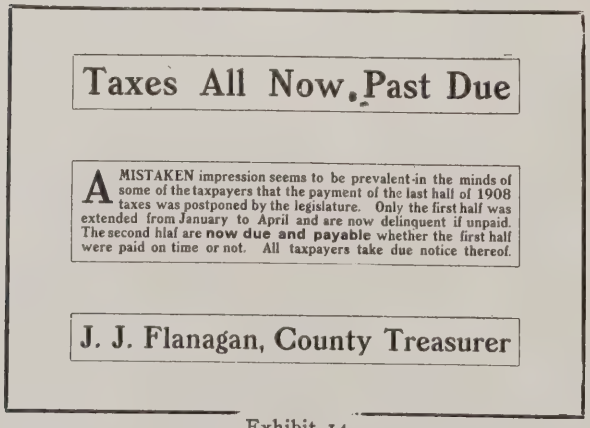
STATE UNION

WILDLY INSANE

BE READY NEXT WEEK

Exhibit 13

As the single-handed creator of the Riverside *Argus,* Brother Bristol need offer no apologies. It surely must keep him "going some" all the time to get out such a creditable little paper and keep the standards of all departments up to such an eminent gauge. There is not a single feature about the *Argus* that I could censure, and many that I would praise. Especially


Taxes All Now, Past Due

A MISTAKEN impression seems to be prevalent in the minds of some of the taxpayers that the payment of the last half of 1908 taxes was postponed by the legislature. Only the first half was extended from January to April and are now delinquent if unpaid. The second hlaf are **now due and payable** whether the first half were paid on time or not. All taxpayers take due notice thereof.

J. J. Flanagan, County Treasurer

Exhibit 14

gratifying is the fine print and the enterprising tenor of this sheet's contents. It is a six-column folio, all home-printed, and with a type of typography that is enviable. Editor Bristol's advertisements, particularly his full page specimens, are masterpieces, neat and artistic and generally correct. Exhibit 11 is one of the *Argus's* picturesque front pages, while Exhibit 12 is one of the page ads mentioned above.

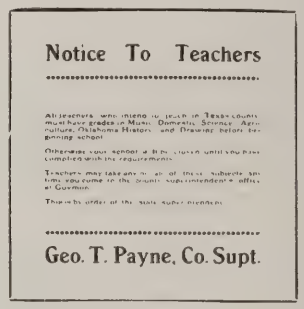
* * *

Mr. O. Byron Copper, De Soto, Wis.
Mr. Byron Copper, De soto, Wis.

Dear Sir:—Under separate cover we are mailing you a copy of our special booster number of the *Sentinel,* of which we ask criticism.

Respectfully,
D. W. Watsabaugh.

Talk about special editions—as I have talked for the past several years—but one could scarcely mention


Notice To Teachers

All teachers who intend to teach in Texas county must have grades in Music, Domestic Science, Agriculture, Oklahoma History and Drawing before beginning school.

Otherwise your school at Hardesty will not be paid until you have complied with the requirements.

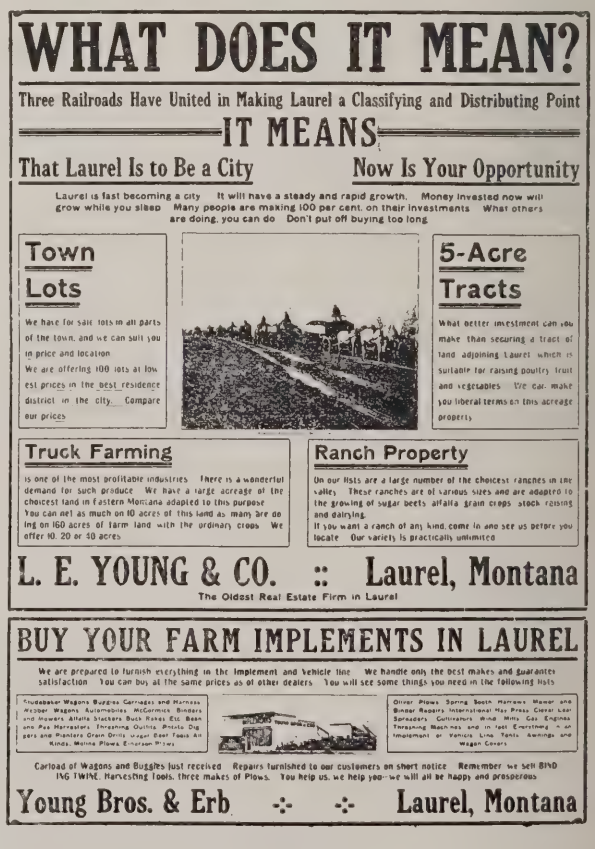
Teachers may take any or all of these subjects anytime you come to the county superintendent's office at Guymon.

Thanks to office of the state superintendent.

Geo. T. Payne, Co. Supt.

Exhibit 15

one that is finer in every respect than this special booster edition of the Laurel, Mont., *Sentinel,* now lying before me. In spite of the breadth of the foregoing assertion, that well applies to both contents, me-


WHAT DOES IT MEAN?

Three Railroads Have United in Making Laurel a Classifying and Distributing Point

IT MEANS

That Laurel Is to Be a City — Now Is Your Opportunity

Laurel is fast becoming a city. It will have a steady and rapid growth. Money invested now will grow while you sleep. Many people are making 100 per cent. on their investments. What others are doing, you can do. Don't put off buying too long.

Town Lots

We have for sale lots in all parts of the town, and we can suit you in price and location. We are offering 100 lots at lowest prices in the best residence district in the city. Compare our prices.

5-Acre Tracts

What better investment can you make than securing a tract of land adjoining Laurel which is suitable for raising poultry fruit and vegetables. We can make you liberal terms on this acreage property.

Truck Farming

is one of the most profitable industries. There is a wonderful demand for such produce. We have a large acreage of the choicest land in Eastern Montana adapted to this purpose. You can net as much on 10 acres of this land as many are doing on 160 acres of farm land with the ordinary crops. We offer 10, 20 or 30 acres.

Ranch Property

On our lists are a large number of the choicest ranches in the valley. These ranches are of various sizes and are adapted to the growing of sugar beets, alfalfa, grain crops, stock raising and dairying. If you want a ranch of any kind, come in and see us before you locate. Our variety is practically unlimited.

L. E. YOUNG & CO. :: Laurel, Montana

The Oldest Real Estate Firm in Laurel

BUY YOUR FARM IMPLEMENTS IN LAUREL

We are prepared to furnish everything in the implement and vehicle line. We handle only the best makes and guarantee satisfaction. You can buy at the same prices as of other dealers. You will see some things you need in the following lists:

Studebaker Wagons, Buggies, Carriages and Harness, Weber Wagons, Automobiles, McCormick Binders and Mowers, Atlanta Shockers, Buck Rakes, Etc. Bean and Pea Harvesters, Threshing Outfits, Potato Diggers and Planters, Grain Drills, Jumper Seat Tools, All Kinds, Moline Plows, Emerson Plows.

Oliver Plows, Spring Tooth Harrows, Manure and Binder Repairs, International Hay Press, Cletrac Tractors, Cultivators, Wind Mills, Gas Engines, Threshing Machines, and in fact Everything in an Implement or Vehicle Line. Tents, Awnings and Wagon Covers.

Carload of Wagons and Buggies just received. Repairs furnished to our customers on short notice. Remember we sell BINDING TWINE, Harvesting Tools, three makes of Plows. You help us, we help you—we will all be happy and prosperous.

Young Bros. & Erb ⁘ ⁘ Laurel, Montana

Exhibit 16

chanical work, size and object. The edition consists of twenty-four pages—six seven-column folio sections on heavy calendered stock, containing write-ups of a limitless number of interesting local subjects and all illustrated in a most elaborate and attractive fashion.

In no other "special" which I have ever viewed have I seen a higher grade of typography exploited than that in evidence throughout the pages of this edition of the Laurel *Sentinel*. The man, or men, who are responsible for this part of the work are past masters of the craft. And none the less should I neglect to confer the proper amount of praise upon him who superintended the pressing of this mammoth paper, for I think one might search in vain for a flaw in any of the whole twenty-four pages. The half-tones are as clear and distinct as ordinary photographs. And how excellent generally are all the several articles that form the contents of this fine issue, to which I have

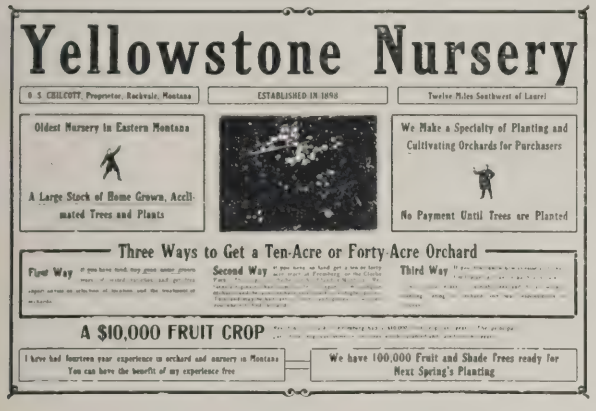

Yellowstone Nursery
O. S. CHILCOTT, Proprietor, Rockvale, Montana
ESTABLISHED IN 1898
Twelve Miles Southwest of Laurel
Oldest Nursery in Eastern Montana
A Large Stock of Home Grown, Acclimated Trees and Plants
We Make a Specialty of Planting and Cultivating Orchards for Purchasers
No Payment Until Trees are Planted
Three Ways to Get a Ten-Acre or Forty-Acre Orchard
First Way
Second Way
Third Way
A $10,000 FRUIT CROP
I have had fourteen year experience in orchard and nursery in Montana. You can have the benefit of my experience free
We have 100,000 Fruit and Shade Trees ready for Next Spring's Planting

Exhibit 17

alluded before. To contemplate the finished product. one marvels that a publisher has the courage to undertake the creation of such an enormous newspaper; but surely, when results are ultimately like these represented in this special edition of the *Sentinel*, the creators can easily be excused if they entertain a little personal pride in their achievement.

* * *

GUYMON, OKLA., August 23, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Inclosed a recent issue of my paper. Mine is a two-man shop—I did all the work on this issue, except, of course, the straight matter. While I have been taking the NATIONAL PRINTER-JOURNALIST only about three months, I

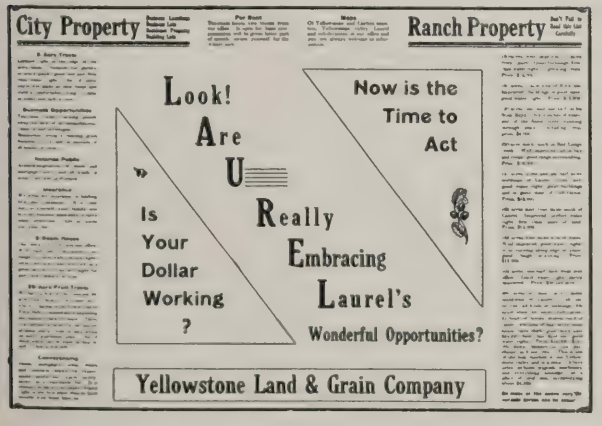


Exhibit 18

have taken greater interest in your criticisms than in all the remainder of the publication. Will be glad to know through that source what improvement you would have me make on my paper. I am a youngster and have been in the business only about three years. Yours very truly,

J. PORTER WRIGHT.

In view of the information offered above together with my inspection of the copy of the Guymon *Democrat* at hand, I am moved to assert that Editor Wright is a veritable prodigy. That a man with but three years' experience in the calling could produce a paper of so much excellence generally seems incredible. But here we have the paper and Brother Wright's testimony to prove it. Ten well printed, six-columned pages make up the *Democrat*. The first of these is made up very neatly and without a displayed ad, as may be seen by the accompanying reproduction (Exhibit 13). The other pages are imposed quite as correctly as the average country weekly, and the advertisement composition and press-work are both of a considerably higher character than that commonly met with in this class of publication. Nor are the mechanical departments of this paper the only features that provoke praise: Both the reportorial and editorial work shame that of many a man I could name who has been at the business for years. The contents of the *Democrat* are extremely commendable, consisting of headed stories, short locals, editorials, a fine budget of

How Laurel Has Grown
Is Shown by the Many Substantial Buildings
These and more than one hundred other buildings were erected in the past two and one-half years by
O. M. SOLSO, CONTRACTOR
LAUREL . . MONTANA

Exhibit 19

county news letters, etc. It is not easy to suggest improvements for so good a paper as this one, but, of course, it is not perfect, and I trust as time goes on, and Brother Wright continues to read the NATIONAL PRINTER-JOURNALIST, innovations will occur to him, which, when inaugurated, will materially better his paper.

* * *

Exhibits 16 to 19, inclusive, are a few of the beautiful displayed specimens from the pages of the Laurel, Mont., *Sentinel* special booster edition reviewed some paragraphs back. They certainly form an interesting group.

* * *

Many contributions have been received that I am unable to consider in this installment of Newspaper Criticisms; but as I shall endeavor to do them justice in next month's reviews, my patrons are therefore begged to bear with me in the inevitable delay.

O. B. C.

Editor O. E. Smith of the Grundy County *Republican*, Iowa Falls, Iowa, has sold his paper to F. J. Stillman of Riceville, Iowa. Mr. Stillman is an experienced newspaper man and is now interested with his brother in the Jefferson *Bee*.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, OCTOBER, 1909

The editor, who, at the Institute of Journalists' convention, Plymouth, England, in reply to a university President's evident concern over the danger of sacrificing scholasticism for practical training, said that he noticed a department in brewing had been introduced and hoped to see newspaper making receive, at least, equal recognition, certainly put the scholastic in a position requiring explanation. Some of the old school presidents and professors, now, as in days past, are very jealous of the dignity, the rank and distinction of scholarship.

That kind of learning, acquired at many colleges and universities, which creates an exclusive class, a sort of self-centered, conceited aristocracy and that brings to the individual only a certain self-glorification, congratulation, distinction and eminence, through the fact of knowing some things, however useless in life, that others do not know, and that fosters pride and narrowness rather than broadness and practical usefulness, is not only worthless but a curse. The idea that useful, applied knowledge, does not carry with it true and highest culture has been the bane of many great minds. Paul's great learning in the schools and at the feet of the greatest scholar of his day, did not prevent his becoming the persecuter and murderer of the enlightened, earnest, simple hearted Christians, and he had to be knocked down and blasted to physical blindness, befort he could be saved from his conceited scholasticism and brought to practical, sympathetic views of life, and it took the ministrations of Peter, the humble fisherman, to bring him to see men otherwise, "than as trees walking." We have had occasion, once before this, to refer to the story, told in the schools, of the Greek professor, who, dying, regretted that he had largely wasted his life because he had not given all his time and efforts to the mastering and writing a book about, the Greek verb. This was the spirit of scholasticism carried to a ridiculous extreme. There must be specialists but specializing is only glorious, inspiring, and ennobling, when it has some noble end in view and springs out of a desire of beneficent service to mankind.

Thought is quickened, intellect and body strengthened when knowledge is sought for and applied to some worthy accomplishment. God has created us knights or servants to our fellows and to all life and made worthy service the highest inspiration, and the exercise of the creative faculty, with mind and hand and eye, to the end of pleasing, useful service, the first, the highest and the most lasting joy, as well as the source of most complete recompense and dominion. It has decreed, in the very nature of things, and especially in the economy of human relations, society and government, that he who would hold the dominion, who would have real power, who would be the true ruler of all, influencing, directing, holding to true loyalty, hearts and minds must of needs be the true, practical, loving servant of all. To learn service is the first and greatest concern of life, and God has decreed that the learning of service should ever be the greatest aid and inspiration to the acquiring of all worthy knowledge and practical wisdom.

The discussions as to newspaper training in schools at the notable convention in which Dean Williams of the University of Missouri, took a leading part in the Institute of Journalists at old Plymouth, England, are given in brief outline elsewhere in this issue of the NATIONAL PRINTER-JOURNALIST, and deserve careful reading, study, and consideration.

* * *

Speaking of news service, how wonderfully are all men, all interests, and all nations, bound together thereby. What a power for unity and goodwill; of mutual understanding and interest; of broader views, sympathy and helpfulness there exists therein. The whole world on the same day of their occurrence, are enabled to read and be inspired by the same heroic deeds, services rendered to science, to humanity or religion, and to feel a common bond of knowledge and sympathy.

* * *

The complete and quick handling of the news of the discoveries of the North Pole, by two noted Americans, furnishes another remarkable and creditable instance of American enterprise and preparedness, only second in the newspaper world, at least in importance to the discoveries made. There is little reason to doubt that both Cook and Peary reached the North Pole, so there were two great events to cover within a week and never were great news events more thoroughly covered. Not only was this possible to the great dailies, but through the American Press, the Kellogg and Western Newspaper Union and other like agencies, was almost equally possible to all the smaller

dailies and weeklies of this conutry. There is not only a glory but a lesson to all live newspaper men in this. It is the lesson of preparation for the handling and illustrating of news events. The wise editor has everything in the way of facts, data, incident, and illustration, ready for use when important events occur and anticipated the news and is on the spot ready to give every important connecting detail at a moment's notice.

* * *

We have received a copy of the *Inland Observer,* of Spokane, Wash., devoted to a weekly review of situations and events in "Eastern Washington." It is handsomely gotten up, printed in tabloid form on good book paper, and we like its spirit. We are writing our editorials in New York City, and just after reading and writing about the lecture of Dr. Chas. W. Eliot, that appeared in that model paper, the New York *Times,* we took up this copy of the *Inland Observer*—published in the most northwesterly state in the union and yet properly named "Inland," and we were at once cognizant of the fact that this new publication was in harmony in appearance, object and thought, as is the beautiful city it represents, with all that we had been reading and writing. The title of the first editorial in this issue is "Public Spirit": Here are three principles that are given in this editorial that apply no less to a newspaper or printing office, building for the present and for the future, than to the development of a city: "A great city is created not by aggregation but by organization; ultimate gain far more than compensates for an immediate loss; the æsthetic development of a city expresses the ideals, public spirit and altruism of its citizenship." We notice that the Spokane Chamber of Commerce, that has a membership of 700, has decided on a "City Plan Committee," as suggested by Mr. A. L. White at the Optimist dinner last winter. "The City Plan," says the *Observer,* "is a comprehensive and permanent scheme for æsthetic and economic development of the city." Newspapers, all over this country, could do most valuable service to their respective municipalities by advocating the adoption of a similar scheme by their local chambers of commerce or city councils. Chicago has just got a "scheme" or plan after nearly three quarters of a century, and it is a good one, but will cost something like a hundred million dollars more than it would had it been adopted even fifty years ago, or, for that matter, right after the great fire in 1871. There is nothing like a city beginning right and the local press should help loyally and intelligently at that right beginning. Spokane has begun right and it is a city beautiful.

* * *

Here is a copy of the Mandan (N. D.) *Pioneer,* of September 10th, that shows in its handsomely printed and illustrated pages, an appreciation of the true mission of a newspaper in working to build up home interests and institutions. This number is devoted largely to promoting the Morton County Fair and takes advantage of this occasion to tell a most creditable and interesting story about "The Transformation of the West Missouri Slope," and to picture the schools, public buildings, and the handsome homes of the people as well as to give views of the Fair Grounds. Mandan is not a large city, but the Pioneer shows that it possesses business men of enterprise and push who appreciate and liberally support a newspaper that does honor to its town, and great growth and prosperity are assured. When the press and the people work together there is no end to what can be accomplished in a rich and growing country for the future of a city.

* * *

The Belleville (Kan.) *Telescope* recently published a "Booster Editorial," in which it printed a half-tone plate on the first page, containing seventy-three portraits of members of the Belleville Commercial Club. Brief sketches were given of all. These contained about twenty-five words each, and were exceedingly catchy and pithy. Here is an example that will show the style and will not be without usefulness in suggesting the way to other newspapers: "Guy V. Myers, of Myers & Myers, general merchandise firm. Always moving, always keeping something doing. An optimist by nature, who practices it." Each one of the seventy-three is portrayed with clearness, spirit and brevity. The issue also gives portraits of all the city officials and devotes a considerable space to the local Chautauqua.

* * *

The *Reporter* of Iron River and Stanbaugh, Mich., commenced its twenty-fifth volume Sept. 12th. The paper has been for twenty years under the management of Editor Obrien, but he is joined at this issue, at the beginning of the twenty-fifth year, by Mr. Wilber E. Campbell, recently editor and publisher of the Manitisque *Courier,* who is also a practical newspaper man, who has been getting out a good paper. The following from an editorial, taking note of the anniversary and of the added member of the firm and editorial force, shares a record of growth that has been pleasingly frequent throughout the country during the past two decades:

"When the writer first assumed management of the paper it was a primitive affair, housed in the Campbell block, now Mercy Hospital. It is now housed in its own building, which for light and ventilation cannot be duplicated by any print shop in the peninsula. It has an equipment for doing work the equal of any in this northern country."

* * *

The wisdom and necessity of preparedness is something men in all callings should fully understand and appreciate, but no other more than members of the press where time is the every essence of service, for that which is stale is not news.

A Master Printer Gone

THE phrase of Carlyle, "Blessed is the man who has found his work," has been used in the literature of many enthusiastic master-printers whose work was reviewed in the NATIONAL PRINTER JOURNALIST. Possibly there have been few printers to whom this term so well applied as to William A. Browning, late superintendent of the Times Printery, Scranton, Pa., whose death occurred on Labor Day. If ever a man found his work and loved the work he found, Mr. Browning did.

Mr. Browning was born in Monmouthshire, England, and reached his forty-first birthday on April 19th last. In his boyhood he came to this country and learned the printing trade on the Pittston (Pa.) *Gazette*. He later worked on several of the Wilkes-Barre dailies as a compositor and job printer, and afterward secured a position on a paper in Avoca, of which he was for a short time proprietor. It was there that he was married, about twenty years ago, to Miss Myrtle Morse. Mrs. Browning and nine children survive him.

From Avoca Mr. Browning went to Scranton, where he secured a position on the *Republican*. Later he took charge of the Scranton Times Printery, which was then only a small

WILLIAM A. BROWNING

concern with two presses and little else. For ten years he has been the leading spirit in this print shop, which under his able management has developed into one of the noted job offices of the United States. From the time when the *Times* entered its new building and the Times Printery was established, the proprietor placed Mr. Browning at its head, giving him absolute discretion regarding its supervision. The choice was as wisely made as the trust was faithfully and ably discharged. As the Scranton *Tribune* said, "Every person who came in contact with him or who had any business relations with him, recognized in Mr. Browning a man who lived in his work, and it may be said, died for its sake."

Mr. Browning suffered a stroke of paralysis on the twenty-fifth day of April of the present year, but had so far recovered as to be able to get down to his office frequently. The Saturday before the Monday he died, he paid a visit to the printery and it was confidently hoped that he would be able to resume his full duties in a short time. On Sunday he had a spasm, but upon reviving said he never felt better in his life and talked freely of matters that dated back several years. When he got out of bed after a spasm he dropped his watch on the floor, stopping it at exactly 12:20. Late in the afternoon he was stricken with another attack of paralysis from which he never regained consciousness. He died on Labor Day at the exact time that his watch stopped when it fell the day previous.

Mr. Browning was always in sympathy and love with his work. He took no holidays, preferring to be constantly at work in his beloved occupation. Every piece of work that went out of the Times Printery bore its tribute, not only to his artistic temperament, but also to his painstaking love for detail. In a printery which has so greatly increased its business of late as to run night and day, the strain was undoubtedly more than it appeared to be. However, it should be remembered that, untimely as was the death of this good printer, he lived more usefully than many who have lived twice as long.

Mr. Browning's connection with the picture-card industry is worthy of note. He early saw the advantages of this class of printing in connection with the ordinary job printing business. Some of the most artistic of all picture post-cards are the four-color cards in the preparation of which he took such great care. He had a keen eye for beautiful scenes and strong subjects with which to create a post-card that would gladden the heart of the recipient.

Many labor men in the great labor town of Scranton were shocked during the Labor Day festivities to hear of the death of such a strong friend of labor on the day set apart to honor it. Mr. Browning was a most active member of the various typographical unions of the city where he was employed. In a long article on his death which is, at this writing, in proof, the *Industrial Advocate,* the organ of the Pittston Central Labor Union, expresses its gratitude to Mr. Browning for saving the life of the paper at the time when there was an effort made to put it out of existence for the part it had taken on behalf of the Iron Moulders' Union on its strike several years ago.

In the old typesetting days, Mr. Browning was always able to get up a big string, and as job compositor he has won considerable fame. He was particularly interested in the combination of the advertising and the printing arts, and was connected with various advertising enterprises which were very successful. He was a great believer in the printing trade journals and a warm friend of the NATIONAL PRINTER-JOURNALIST.

At the time of his death he was a member of the Masonic order and the Royal Arcanum as well as the Scranton Typographical Union and the Master Printers' Association.

His death is deeply mourned not only by the printing fraternity, but also by all who were associated with him. The deepest sympathy goes out to his bereaved wife and family.

The excellent half-tone of Mr. Browning which accompanies this article was made at my request and presented to the NATIONAL PRINTER-JOURNALIST, by J. Fred Carpenter, the well known representative of Gatchel and Manning, Philadelphia, and one of Mr. Browning's most intimate friends.

HARRY A. WOODWORTH.

Wants It Every Month

STANLEY, N. D., September 11, 1909.

National Printer-Journalist, West Ravenswood Park, Chicago, Illinois.

GENTLEMEN:—You will find inclosed my check for two dollars, for which please enter my name on your subscription list.

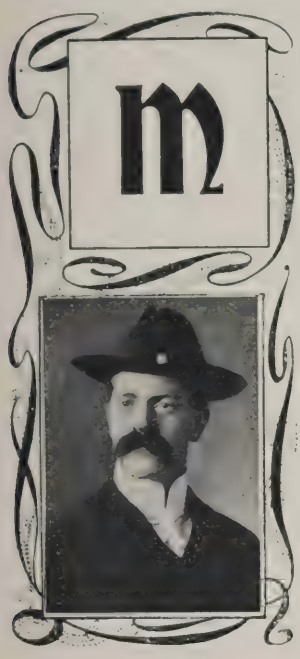
I have been a reader of the PRINTER-JOURNALIST for several years, and have decided that buying it at the news-stands is not the proper way to get it, because I want it every month and the news dealer sometimes fails to get it for me

LEO N. SANFORD, Mgr. Job Department. The Stanley *Sun*

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.



MORE crops have been produced this year in the United States and Canada than in any previous year, and many have been the congratulations showered by the newspapers and magazines of these countries on the farmer. It is, however, a paradox of Agriculture that as regards some of the more staple crops farmers have obtained a smaller *total* amount of money in fat years than they received for crops not nearly so large. Big crops have brought in less dollars to both the farmer at large and the *individual* farmer than small ones!

I have not the latest Year Book of Agriculture on hand, but I have a report of Secretary Wilson which shows this amazing discrepancy. Secretary Wilson said with complacency that the potato crop of 1904 was the largest ever raised, exceeding by over seventy-two million the crop of 1905. And, yet, it was worth ten million dollars less! It was worth less, too, than the crop of 1903, which was nearly one hundred million bushels less, and but little more than the crop of 1901, which was one hundred and forty-five million bushels less.

In 1905 the second largest crop of potatoes the country ever produced was raised. Yet few potato crops ever undersold it since crop records were kept. As an example of the disadvantages of fat years, one may mention the wheat crop of 1901. It was the largest ever, up to that date. But despite the congratulations that newspaper men showered on the farmer in that year, the wheat it brought forth was not worth nearly fifty millions of dollars what was obtained for the crop of 1904, which was nearly two hundred million bushels less. Nor did it sell for what the lesser crop of 1905 brought by over fifty million dollars.

I garnered this interesting crop of statistics from the very Year Book whose figures probably keep the Department of Agriculture awake nights. Such figures as these should. The nightmare of the doom of the modern fat years should cause Secretary Wilson and the farmers to sit up and think.

Secretary Wilson said in 1906: "Wheat may this year be worth over $450,000,000, a value that has been exceeded in several years; but in quantity this year's crop, with its 740,000,000 bushels, is only 8,000,100 bushels below the largest crop grown—that of 1901."

And here is his cheering report concerning all cereals grown in 1906: "While they dropped about $40,000,000 below the total value of 1905, and about $12,000,000 below the total of 1904, the number of bushels in 1906 exceeded the number in 1905 by 120,000,000 and were 570,000,000 above the yield of 1904."

Now doesn't that bit of consolation remind one of the optimistic rhyme of the returned whalers:

"We didn't get a drop of oil,
We didn't sight a whale,
We came back bare as when we went,
BUT we had a damn good sail"?

What was the advantage of all the additional labor and trouble in growing and marketing these big crops, when they sold for a smaller total than the small ones? And what was the cause? It could not be overproduction, for we know that all the corn or wheat raised is consumed and would be if there were considerably more of it.

Verily, instead of teaching how to fight the supposed plagues of insects, blight and drought, would it not be better to encourage them, if crops must needs be marketed on the old system? For it would seem that had the crops of 1906 been reduced 120,000,000 bushels, $40,000,000 more would have gone into the farmers' pockets than in 1905—a condition which would benefit the advertiser as well.

These reflections have largely been brought about by a book which was lately sent me entitled, "The Print Shop of *Up-to-Date Farming.*" The large prices which have been obtained for smaller crops of recent years have undoubtedly been due to a considerable degree to words of J. A. Everitt, editor of *Up-to-Date Farming,* of Indianapolis. He has prescribed for years only one sovereign remedy for such a condition, but during the last two years he has been extremely unfortunate in many ways. However, he has had a recent triumph over some of the most surprising and adverse conditions that ever befel an editor or public man in this country. And now *Up-to-Date Farming,* with renewed vigor, is again in the forefront of a campaign to bring about a condition of affairs when the farmer will cease to glut the market in the interests of speculators, but will hold their products for a profitable minimum price. Then the farmer will, as a unit, apply to his business the business principles without which any other business would fail.

When that time comes, and it is coming very soon, the splendid yields which are made possible by the Almighty, the Department of Agriculture and three hundred farm papers will not fail of harvesters. For farming will then draw people from the overcrowded cities, besides being made profitable for the now "discouraged small farmers." Moreover, the problem of keeping boys on the farm will be solved.

But as to the booklet, which is sent me by Sibley F. Everitt, son of Editor Everitt, and advertising manager of *Up-to-Date,* as this paper is called "for short," by its friends. It is a handsome production, which is doubtless largely due to the painstaking care of the younger Everitt. It is in two-colors, the photo-brown being used for the rules of panels as well as for the

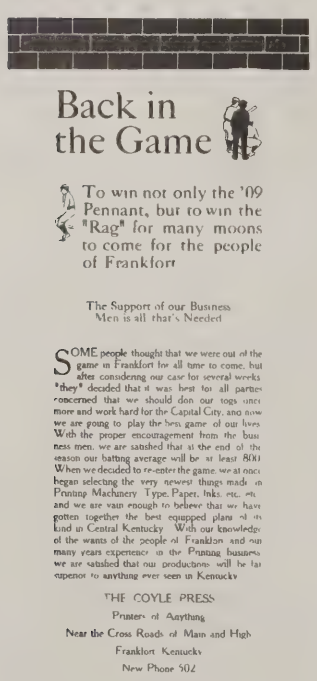
comprehensive halftones, which show the editor's office, the office of the advertising and subscription departments, the work of making stencils for each subscriber's name, the composing-room, the job printing, binding and imposing department, and scenes of the great Goss perfecting press built especially for this "paper with a mission." Such advertising gives an impressive impression of a printing and publishing establishment which is sure to influence both advertisers

1a

and the great class for which the paper is intended. This includes everybody, for *Up-to-Date's* expressed mission is to help the farmer and the consumer, and even speculators and boards of trade fall into the latter class.

* * *

I don't know just who found the Pole,
Or if it's found at all;
But I don't want a printer-soul
To
feel a frost
get cold feet
get froze out
be friz to a frazzle
this fall.


Back in the Game
To win not only the '09 Pennant, but to win the "Rag" for many moons to come for the people of Frankfort
The Support of our Business Men is all that's Needed
SOME people thought that we were out of the game in Frankfort for all time to come, but after considering our case for several weeks "they" decided that it was best for all parties concerned that we should don our togs once more and work hard for the Capital City, and now we are going to play the best game of our lives. With the proper encouragement from the business men, we are satisfied that at the end of the season our batting average will be at least 800. When we decided to re-enter the game, we at once began selecting the very newest things made in Printing Machinery, Type, Paper, Inks, etc., etc., and we are vain enough to believe that we have gotten together the best equipped plant of its kind in Central Kentucky. With our knowledge of the wants of the people of Frankfort and our many years experience in the Printing business we are satisfied that our productions will be far superior to anything ever seen in Kentucky
THE COYLE PRESS
Printers of Anything
Near the Cross Roads of Main and High
Frankfort, Kentucky
New Phone 502

1b

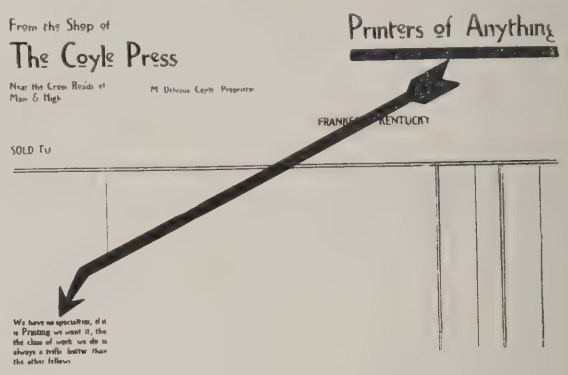
REAL ART AS EXPOUNDED BY A REAL ARTIST.

An American of whom America may well be proud—whose eccentricities, so-called, were really an exposition of true American humor—was James McNeill Whistler, an artist of the modern type if ever there was one. His pictures are marvels of modern art, and his views on art are worthy of the fullest acceptation. And this is what he says of a picture:

A picture is finished when all traces of the means used to bring about the end have disappeared.

To say for a picture—as often is said in its praise—that it shows great and earnest labor, is to say that it is incomplete and unfit for view.

Industry in Art is a necessity—not a virtue—and any evidence of the same, in the production, is a blemish—not a



1c

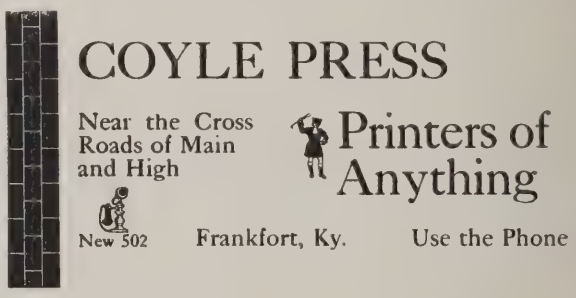
quality; a proof not of achievement, but of absolute insufficiency, for work alone will efface the footsteps of work.

Now this is worthy of the attention of all would-be artist printers. Substitute for the word "picture" "a piece of job work" and learn of a true artist what art in typography really means.

* * *

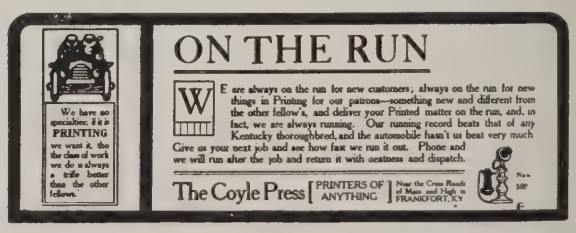
THE LOOK-AHEAD CALENDAR.

An advertising idea that is in splendid keeping with the times is that embodied in the Look-Ahead Calendars issued every month by the McFarland Publicity



1d

Service, Harrisburg, Pa. Each of these calendars looks ahead six months in regard to both pictures and text. For instance, on the May calendar before me there is a panel speaking of the bright May mornings, and the Look-Ahead Individual who sees not only


ON THE RUN
We have no specialties; if it is PRINTING we want it, tho the class of work we do is always a trifle better than the other fellows.
WE are always on the run for new customers; always on the run for new things in Printing for our patrons—something new and different from the other fellow's, and deliver your Printed matter on the run, and, in fact, we are always running. Our running record beats that of any Kentucky thoroughbred, and the automobile hasn't us beat very much
Give us your next job and see how fast we run it out. Phone and we will run after the job and return it with neatness and dispatch.
The Coyle Press [PRINTERS OF ANYTHING] Near the Cross Roads of Main and High in FRANKFORT, KY
New 502

1e

the blossoms that make spring glorious, but also in his mental vision, the fruit of the fall. The central panel has a calendar for May, and the left-hand panel treats of the fall. As this says:

After all, the six months that intervene between flower and fruit pass but too quickly for the aggressive advertiser who has learned the profit that accrues from preparedness. By the time he plans his fall catalogue, for instance, has the

physical form of it worked out by a thoughtful designer, the cover and decorations drawn by an artist who mixes brains with his colors, the photographs for the illustrations taken by a skilful operator, the engravings made by experts who work for results rather than speed, the printing carefully done and the book properly distributed, May will have become November!

At the top of the calendar are two lovely scenes, one of the blossoms of May and the other of the apple

GOOD PRINTING
Good Printing Is Behind Every Big Business in the Country
It's the power that makes things move—that increases sales, creates prestige, carries your story wherever you want it told. It's our business—doing good printing. We want to do all of your work. Let us go over your requirements or make suggestions that will mean more business for you. Our ample facilities and ability to do things a little better than others make our service distinctive
BELL PHONE 978-Z
EDWARD G CARMAN, SAWYER CITY, PA.

2

harvest. Quite a bit of "general publicity" about this, but surely there is much psychological force.

* * *

The money that a printer or publisher saves nowadays by not advertising will never make him enormously rich.

* * *

AN OLD CONTRIBUTOR HEARD FROM.

MY DEAR SIR:—I have just received the September issue of the N. P.-J., and find that you are again back in harness. Well, you know that "while the light holds out to burn, the vilest sinner may return," and I have once more returned to "my first love." While I am not located "at the Cross Roads of Main and High, opposite to where Dick Lynch makes tombstones for dead people," still you will observe that I am near the same old place.

A little history: About two years ago, I sold my shop to a big corporation and took stock in the company myself, and I had charge of the mechanical department of the plant. We were working about fifty-five men and I had my hands full. Well, things went on very nicely for a while, but failed to suit my "fastideous taste" and I became tired, and as soon as I was able to dispose of my holdings, left "the big fellows" and took a long vacation. About four weeks ago I concluded that I would again "don my togs" and now I am "burning the midnight oil" in order to fill the orders that have been pouring in on me. Disposing of my old shop was the first mistake of any size that I have ever made and you can bet the last dollar that I will never do it again. I know my place and will keep it in the future. I have a brand new outfit, and I think I have a very nice one. The better trade of the town is coming to me and are paying my price, which is a great deal higher than the other fellow's, and I believe that I will do a better business than ever before. I am sending you a few samples of my new work, but as I have been very busy taking care of the customers' orders I have not had time to get out very much "stuff" as yet, but you can form some idea of the class of work I am doing from these. I will try to send you some of my "stunts" from time to time in the future, and I want you to treat me as you did of yore—to give me your candid opinion in every instance.

Well, as the 'phone is ringing I will have to make a period and stop and get that order.

With the very best regards, and looking forward with pleasure to your department of the October number of the N. P.-J., I beg to remain,

Yours very truly,

M. DELVAUX COYLE.

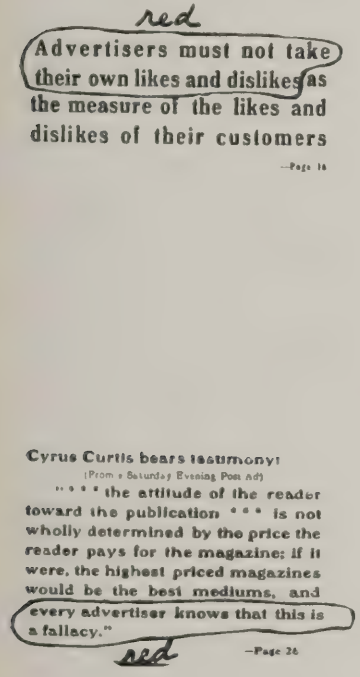
Frankfort, Ky.

Back to the Cross Roads marches Coyle, and I am burning the midnight oil; for "while the light holds out to burn, the vilest sinner may return."

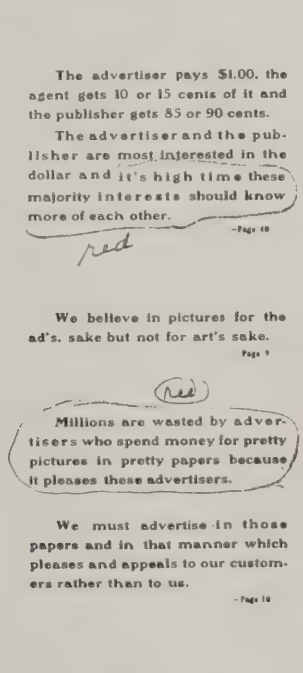
We're sinners all—but are we vile if like "a villain" we can smile, though one was tired, and one was sick? —From "stand-at-ease" let's "double-quick"!

Let Lynch still advertise the dead; our old friend Delvy Coyle, instead, is printing anything at all for which *live* advertisers call.

"For he lives in old Kentucky, where the meadow-grass is blue; where the Irish-French are plucky, "and the whisky's bully, too" (or is she dry "the noo"?)—if you don't get shot you're lucky—ain't you glad that you are you?


red
Advertisers must not take their own likes and dislikes as the measure of the likes and dislikes of their customers
—Page 16
Cyrus Curtis bears testimony!
(From a Saturday Evening Post Ad)
"* * * the attitude of the reader toward the publication * * * is not wholly determined by the price the reader pays for the magazine; if it were, the highest priced magazines would be the best mediums, and every advertiser knows that this is a fallacy."
red
—Page 24

3a


The advertiser pays $1.00, the agent gets 10 or 15 cents of it and the publisher gets 85 or 90 cents.
The advertiser and the publisher are most interested in the dollar and it's high time these majority interests should know more of each other.
—Page 10
red
We believe in pictures for the ad's. sake but not for art's sake.
—Page 9
red
Millions are wasted by advertisers who spend money for pretty pictures in pretty papers because it pleases these advertisers.
We must advertise in those papers and in that manner which pleases and appeals to our customers rather than to us.
—Page 16

3b

Do you insist on the
Proved Circulation
clause in your contracts?
$7,777,000,000.00
came out of the ground in 1908. Who got it? Who has it? Who will get it?
—Page 24
red
There is only one reason why a publisher refuses to state his circulation, and that reason is an insult to the advertiser.
—Page 27
84,000,000 people in the U. S.
7 million belong to the CLASS
77 million belong to the MASS
Page 13
When you can get FACTS
Don't act on IMPRESSIONS
You can't reach the mass if you advertise in the papers read by the class.
Pages 14 to 21

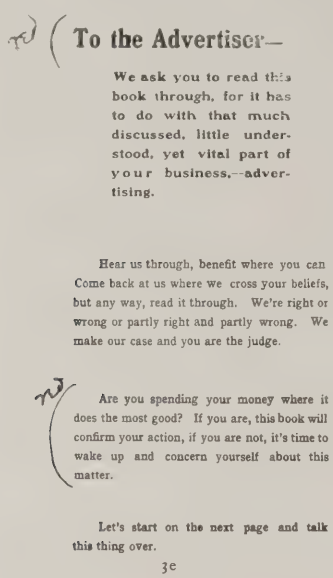
3c 3d

It is a long time since I have heard from Mr. Coyle, but his letter explains all. Glad to see he is "back to the army again." No. 1a is a very attractive little card, the bricks being brick-colored, and the remainder black. The long-line-short-line typography is truly artistic when so graded and so embellished.

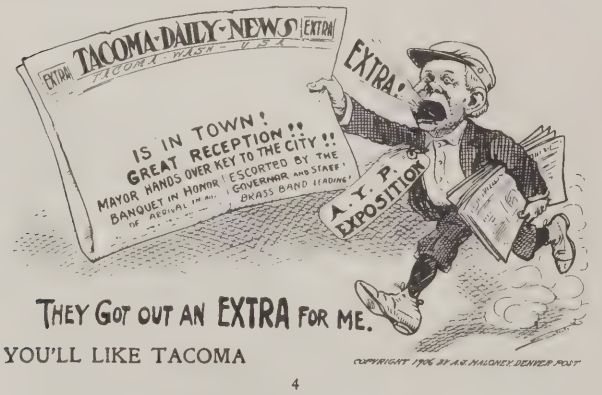
The announcement "Back in the Game" (1b) with the brick border, and the remainder black (and white) is indeed a novel and handsome piece of composition. The cuts are most artistically arranged, besides being

fully appropriate to the wording, and the wording is as catchy as the catcher. "The support of our business men is all that is needed," says Coyle, and if what I hear is correct, if they do not patronize this aggressive printer, it is a question if they are business men.

Mr. Coyle was always inclined to be original, and if he ever let his originality carry him into freak realms, he was always pleasingly freakish, or, if he likes it better, picturesquely and not brazenly bizarre. I do


To the Advertiser—
We ask you to read this book through, for it has to do with that much discussed, little understood, yet vital part of your business,—advertising.
Hear us through, benefit where you can Come back at us where we cross your beliefs, but any way, read it through. We're right or wrong or partly right and partly wrong. We make our case and you are the judge.
Are you spending your money where it does the most good? If you are, this book will confirm your action, if you are not, it's time to wake up and concern yourself about this matter.
Let's start on the next page and talk this thing over.
3c

not know what type foundry is responsible for the underscored and under-sized letters; but Coyle knows how to handle freak typography like this (1c). I may have been responsible for the great vogue in the arrow in advertising; I know I had many arrows cast several years ago, to use in pointing morals and adorning tales. But mine were mostly straight arrows. Now all kinds of ads have them of all shapes, but they manage to point to the point which it is desired to emphasize. I used to shoot with bow and arrow once upon a time; but fear if "I shot an arrow into the air" of that particular pattern, I might not find it any quicker than Mr. Longfellow did his famous one.


EXTRA TACOMA DAILY NEWS EXTRA
TACOMA WASH U.S.A.
EXTRA!
IS IN TOWN!
GREAT RECEPTION!!
MAYOR HANDS OVER KEY TO THE CITY!!
BANQUET IN HONOR
ESCORTED BY THE GOVERNOR AND STAFF
BRASS BAND LEADING
A.Y.P. EXPOSITION
THEY GOT OUT AN EXTRA FOR ME.
YOU'LL LIKE TACOMA
COPYRIGHT 1906 BY A.G. MALONEY DENVER POST

4

However, if I found this arrow had touched the heart of an advertisement reader—but there, I'll drop this, or I'll have an awful mess of metaphor.

This (1d) shows another brick design, which may be meant to designate the walls of Sparta. I believe that in a print-shop operated by Mr. Coyle, he would try to see that "every man was a brick."

Another two-color blotter (1e) is likewise appropriate as to ornamentation—a very effective point in advertising matter. Mark the expression of the 'phone number. The shoulder on "Printing" should have been allowed for, the space under the word being incongruous with any of the rest of the job.

Mr. Coyle sends me several blank checks of the Coyle Press, but neglects to sign 'em. How careless!

* * *

A good ad—one that is well written and well displayed—is worth more in any part of the paper than a poor ad in the best position that can be selected.

* * *

A LITTLE MORE ATTENTION TO DETAIL NEEDED—THAT'S ALL.

The display type in this small pink blotter (2) is thoroughly harmonious with the heading, and the job is very pleasing on first glance. Would it not, however, have been better to have started the line with "Is Behind," leaving the heading to form part of the sentence? The extensive quadding between the sen-

THE BARNHART FLYER
COLLISION WRECKS LINER REPUBLIC
Two Transfers at Sea for 767 Survivors Who Are Taken Aboard the Damaged Italian Boat
DAMAGED VESSEL IS ABANDONED
Disaster Off Nantucket Results in Small Loss of Life as Plea Through Air Secures Help Almost Immediately
ONLY THREE TYPE SERIES DISPLAYED
SEA SWALLOWS UP THE LIPARI ISLANDS
NEW BLOW TO NATION
THE WEALTH OF FRANCE
RECORDING HISTORY
TWO-REVOLUTION PRESS
COMPOSITION IN JAPAN
LOGOGRAPHY

5

tences is of a "different' nature, no doubt, and might be effective on a job containing considerably more reading matter, but here it has not a particularly pleasing effect. The excessive leading between the lines at the start of the small text does not help the spacing between the sentences any, and it is not in keeping with the remainder of the leading. If any extra leading was done it should have been right under the display line. The choice of a DeVinne "I" for the initial might have been improved upon. The signature would have looked better in display type, and been placed farther to the right. The wording of the blotter is excellent, and a little more attention to details would have helped the composition wonderfully.

* * *

"Top of column next to reading matter," or "broken column among pure reading matter" will not make a bad advertisement good.

A KNOCKER WHO KNOCKS KNOCKING, AND STILL KNOCKS.

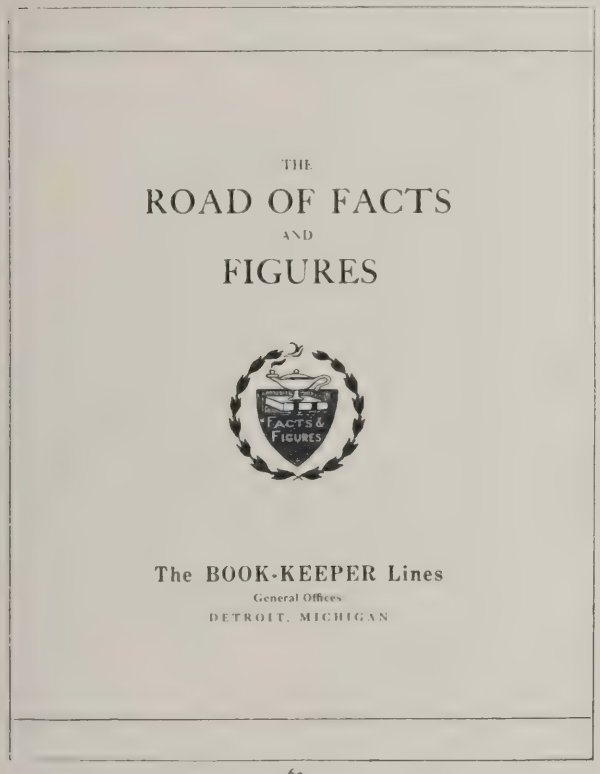
A knocker is knot knecessarily a knincompoop.

Aggressive advertising sometimes brings results of the kind the advertiser desires.

W. D. Boyce Co., of Chicago, is a big enough concern to use the hammer with avidity. They have a very Thor in their camp, in the person of Col. William C. Hunter, author of that wonderful business book, "Dollars and Sense," and, presumably, of the 48-page bound volume, "The Rattle, and The Hammer, and The Scales," which is a plea for what this concern considers (with considerable force in some instances) rational advertising.

However, the only hammer for which the Boyce Co. have any respect appears to be their own wepping. Like the 'eathen in his blindness, Col. Hunter "don't obey no orders unless they is his own."

On page 12 the writer is severe on the "beautiful cover rattle," and this very book has a beautiful cover which cost money originally, and added to the postage.

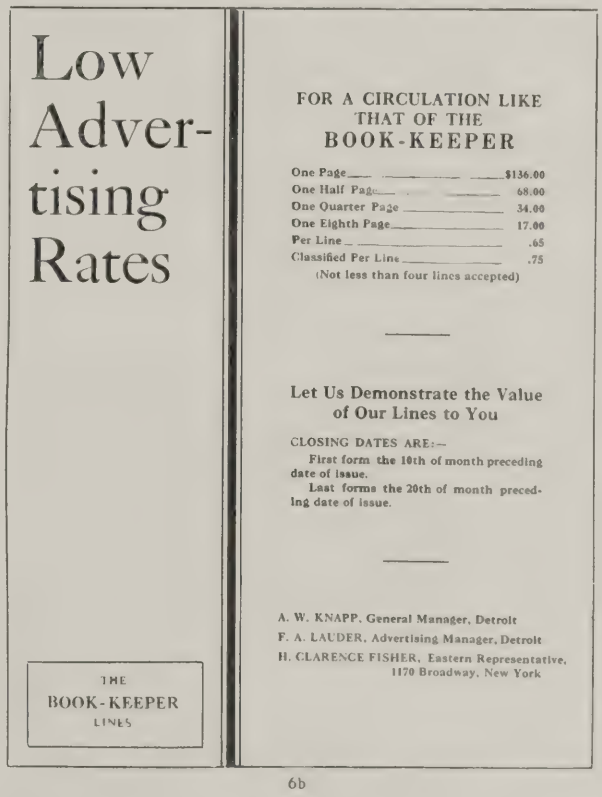


6a

Col. Hunter says: "The 'better classes' rattle is used to distract your attention from the greater classes." The people referred to as "the better classes" are not better than anybody else in a great many cases, but they are better fixed, and so appeal to certain advertisers to a far greater extent than the greater classes. And rightly.

Poor old "General Publiciy' gets it hard in this book—yet he has led many advertisers to victory. And what are several pages of this very book—including the front page of cover—than the ear-marks of this skirmish-warrior.

Col. Hunter bears the mark of the man from Missouri, as is evident from his "show-me" literature. But he not only expresses a desire to be shown; he shows. And so despite his inconsistencies, and his failure to see himself as ithers see him, he makes a great plea for advertising to the masses who take the Chicago *Blade* and *Ledger* as against the classes whose taste for horrors, mush-and-blood tales and near-comic pictures has not been cultivated.


Low Advertising Rates
FOR A CIRCULATION LIKE THAT OF THE BOOK-KEEPER
One Page $136.00
One Half Page 68.00
One Quarter Page 34.00
One Eighth Page 17.00
Per Line .65
Classified Per Line .75
(Not less than four lines accepted)
Let Us Demonstrate the Value of Our Lines to You
CLOSING DATES ARE:—
First form the 10th of month preceding date of issue.
Last forms the 20th of month preceding date of issue.
A. W. KNAPP, General Manager, Detroit
F. A. LAUDER, Advertising Manager, Detroit
H. CLARENCE FISHER, Eastern Representative, 1170 Broadway, New York
THE BOOK-KEEPER LINES

6b

Col. Hunter disparages "the circulation hammer" on page 14, but uses it in a stealthy way on page 42, when he says, "How many would dare to make an offer like this?" and follows it with a proposed circulation test.

On page 14 he makes derogatory remarks anent the personality hammer, but on page 18 he is so extremely personal concerning Mohammed, one of the greatest advertisers that ever lived, as to stick "T. Percy" before his name, making him out to be what Bill Nye called "a blanked dude," said by the late Bill of anybody who wrote his name like that.

The Colonel talks of "the testimonial rattle," and says, "The publisher never prints the criticisms he receives, but only the testimonials." This may be so as regards the testimonials and adverse criticisms received by the publisher of the Chicago *Blade* and *Ledger*, but it is not so concerning, for instance, to the publisher of the NATIONAL PRINTER-JOURNALIST.

And so "The Rattle, the Hammer and the Scales" should be read by everyone interested in publicity.

It puts the claims of the publishers of papers of large circulation among the people Abe Lincoln said God loved, because he made so many of them, into the vigorous, hammer-and-tongs language of which Col. Hunter is master.

He has undoubtedly greatly helped, by his seven years' war some of the advertisers who did not realize that the whole of the United States and Canada is their oyster.

Others upon whom he has urged his views seem to be getting along pretty well in the old paths.

The other fellow has a story as well; but that is no proof that much Col. Hunter says is not straight facts.

The man with an advertising appropriation should use the scales, and weigh carefully what all sellers

of advertising space have to say, including what Col. Hunter feels impelled to disgorge in his admirable nervous English.

Col. Hunter reminds one of a certain other Colonel who now commands a dollar a word, in his strenuousness, in his common-sense in many matters, in his virile language, and in his sweeping disapproval of anybody who does not agree with every word he essays.

The most telling of the pages of the book in which he advertises the publishing house of which he is secretary and advertising genius are the pages in which he uses big type in black and red, and white space. Here 3a, b, c, d, and e) are some of 'em, with the red specified. They are worthy of careful consideration

C H A R A C T E R

superb examples of the printer's art which convey a message without being read at all, and, being read, invest every word with a convincing power which is all but irresistible.

Is it worth while? It surely is, for it becomes a great influence instead of a mere commodity, a living, breathing argument instead of a mass of inert words.

You have seen printing of this kind. You ought to use it in your own business.

Loyalty to the boss! a rare jewel.

The Griffiths-Stillings Press, of Boston, has originated a clever idea, and done a handsome piece of printing as well, in "The Diary of the Home." It is a book intended as a record of family life — the important events, as well as the sayings of the children, the little incidents which make for the life of the home, photographs, etc. So many books of a nature similar to this fall into the hands of printers who have neither taste nor skill, that it is a matter of congratulation that this work has been executed by this noted Boston house, insuring its execution in a worthy manner. (Price, full cloth, $4.00, less 25 per cent if you mention "CHARACTER.")

— National Printer Journalist.

One man power is the only kind that counts. The man who has to explain and get another's O.K. before he can act, sees his enthusiasm ooze and the idea escape.

— The Fra.

2?

7a

by every student of display, and they contain some of the vitalist truth in the whole book.

Take 3a, the first reading page of the book. The sentence about advertisers' likes and dislikes resembles hints given in this department many times, and applies to editors as well as advertisers. The application of this principle has undoubtedly given the *Blade* and *Ledger* their great circulation. Still, some of the editors and advertisers who have done the most good in the world have educated their readers up to the measure of what they like and what they don't.

As to the pretty pictures, the statements are undoubtedly true in many cases. In others, as Sir Roger de Coverly would say, "much might be said on both sides." And so it is with many statements made by so aggressive a thinker as Col. Hunter.

* * *

Fake advertising is adapted only to a fake business.

* * *

MR. BLANK IN TACOMA.

Years ago, when this department was young, I claimed that what was known as the "picture postal craze" was a permanent lunacy, and was indeed, in most cases, far from being an expression of mental aberration. What a blessing picture postals have been to busy people with many friends! Here (4) is a particularly bright specimen of a post-card and a newspaper ad. The humor is very striking, and will serve to advertise both Tacoma and the Tacoma *Daily News* in many distant homes.

* * *

The worst error a printer or publisher can make in his advertising is not such a serious mistake as not to advertise at all.

* * *

A TYPE-FOUNDING NEWSPAPER.

Brother Copper showed the first page of the *American Advertiser* in his department last March, and so I

Advance Estimates or Cost Plus 10 Per Cent

LONG experience has demonstrated to us and our best customers, that the method of making catalogs and booklets on a basis of cost plus a fixed per cent (say ten per cent), is a good proposition and one which is fair to consumer and printer alike.

It is especially applicable when all the details cannot be determined in advance, or when it may be desirable to change certain features as the work progresses, this being something more liable to occur than in any other business unless it be that of building construction.

It is for the interest of the printer to keep the cost as low as possible consistent with good work, for the purpose of maintaining his reputation.

It is also for his interest to expedite the work, in order to make room for other jobs which will bring him in return.

On the other hand, there is absolutely no inducement for him to skimp the work, and the customer is reasonably sure that the results will be satisfactory.

While we prefer to operate on this plan, we are always glad to furnish definite estimates on all printing, including writing, designing, engraving, etc., and being catalog and booklet specialists our prices will be found reasonable, especially when our unusual and effective service is taken into consideration.

GRIFFITH-STILLINGS PRESS
Boston, Sept. 1, 1909

7b

will do the same for the *Barnhart Flyer,* issued by the Barnhart Type Foundry, New York (5). The panelled synopsis of the earthquake situation will surely prove suggestive, and I do not believe Mr. Copper confines his hatred of first-page advertising to anything but the ordinary display ad of the ordinary newspaper, and so would find no particular objection to this page. It is a blanket-sheet, however, and something nearer the tabloid form should certainly show off the type as well. The paragraph on "Logography" is interesting; get your magnifying glass and read it.

* * *

A STRIKING FOLDER, AND A BRIEF TALK ON "PLAGIARISM" IN TYPOGRAPHY.

I don't know how this page (6, if you can manage it) is going to reproduce, as all but the reules is in lavender, or what I think is lavender, though I remember once as a boy being laughed to scorn by a feelingless family because I announced that a neighbor had painted his barn that elusive shade. The rules are a warm green. This is part of a circular issued

by the *Book-keeper* of Detroit, Mich., which tells of "the *Book-keeper* lines," and is couched in railroad vernacular throughout several of its pages.

The composition, which brings in a vertical rule, is very much like that which, when used lately by one of the greatest print-shops in the country, aroused the ire of the advertising manager of one of the leading weeklies, who rushed into print in an advertising paper to claim that the great printing establishment has stolen his idea. His idea!—I wish I had the paper at hand which demonstrated this "plagiarism." Years and years ago, if I am not mistaken, Hal Marchbanks and J. Arthur Livingston and others of the old-time contributors to this department were using the idea of vertical lines, with side readings, one of them exactly the same as the weekly's advertising man originated this year! Possibly it *was* his idea—the consensus of opinion at this writing is that Peary reached the Pole as well as Cook—but even if it was, he should be glad, for the sake of good typography, to have it used in a place where it could do no harm. Who originated the panel in advertising?—many of us who were doing typographical stunts when it came in vogue doubtless thought we did, but maybe it was an ancient idea in the days of old Wynken der Werde. And that weekly's advertising has been alive with panels and other devises whose use is exactly similar to that of other compositors, whereas the print-shop's use of the vertical rule idea was not. Every day we see a new variant of an old idea, or of a new idea, which testifies to the true originality of the compositor. Stutes and Anger and Bradley and Fitz-Gerald and Biggers have had their imitators, some of them as good and as original as some of *them*—but they still shine on, and I never knew any of them to kick.

But I was starting to talk about the *Book-keeper's* railroad, but got switched off. This is the way they state their route:

NEW YORK WASHINGTON, JACKSONVILLE TO SEATTLE, SAN FRANCISCO AND SAN DIEGO

Sunday	We Reach the
Monday	
Tuesday	Whole Country
Wednesday	
Thursday	Every Day in
Friday	
Saturday	the Week

Would it not be better to arrange the above like this?—or in some other similar way?—

Sunday	*We Reach*
Monday	*the Whole*
Tuesday	*Country*
Wednesday	*Every Day*
Thursday	*in*
Friday	*the*
Saturday	*Week*

May be not. Here is the schedule of "The Road of a Thousand Wonders," "The Road of Facts and Figures," and whatever else it is called in the booklet:

THE BOOK-KEEPER ROUTE
TRAINS TO PROSPERITYVILLE—NO RETURN
(No Excess Baggage)

This Schedule is in Effect all Year

Lv. ..... Contemplation
Ar ..... Decision
Ar .....BOOK-KEEPER INN
Ar ..... Publicity
Ar ..... Results
Ar ..... Profitsburg
Ar. ..... PROSPERITYVILLE
(This train does not return)

We Never Miss Connections

This is pleasing enough foolery and though not "show-me" publicity, I believe it helps some.

is possible to make changes in copying photographs and add details that were not in the original scene. Drawings with photographic effect can also be made from buildings, machinery, etc., which have not yet been completed. It is wonderful what the engraver's artists can do nowadays with even a poor photograph or without any photograph at all. The example on this page shows a square finished half-tone made from a photograph that has received no attention from the artist.

8a

The example on this page shows a half-tone after the photograph has been "painted" or retouched by the artist. Note how the objectionable details have been eliminated and how the lines and contrasts are brought out. The selling qualities of your catalog is considerably enhanced by paying for this additional service. It will make a pleasing picture out of an unsightly object. The question of reproducing half-tones with or without retouching is up to you, Mr. Advertiser; you can have a sightly picture—or the other.

8b

The outside of the booklet is in time-table style, and very beautiful. It gives a map of the U. S. A., but really "the Book-keeper Lines" extend far and away beyond it.

* * *

There is a wide difference between self-conceit and confidence.

* * *

My Dear Woodworth:—I was very much interested in reading your criticism of the February *Character*. It was good of you to devote so much space to it.

Under separate cover I am mailing you December and January issues, and I have no doubt you have received the

8c

March issue ere this. If not, I will be glad to send you a copy.

I might add that of all the advertising we have done, none has brought so much direct business as these four issues of *Character*. It seems to be just the thing needed after the elaborate issues of "Peter, the Printer."

Yours truly,

Griffith-Stillings Press,

Boston, Mass. J. Evelett Griffith, President.

The August and September "we-hope-you-had-a good-time" issue of *Character* has just arrived. A page will give an idea of it (7a). Nearly every page has a quotation from some famous or should-be-famous author, which is put in the olive-green which is used for the running-head rules and the initials. The quotation on this page from the *Fra* is an example.

Example 7b is a slip issued by the Griffith-Stillings Press which is not only a worthy study in simple effectiveness, but also shows that the concern is still advancing its idea regarding advanced estimates. However, they seem unable to convert all to their ideas, which would seem to be reasonable in connection with such a firm, and so are willing to be as definite as some of the public seem to desire.

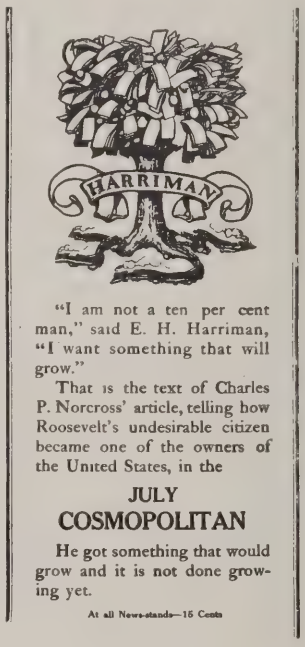
* * *

The confident man bases his judgment upon a knowledge of facts and may be depended on in an emergency. The judgment of the conceited man is founded on self-appreciation and is valueless at any time.

* * *

FROM AN ORIGINAL PRINTER.

All in Gothic is the small mailing card sent me by James G. Brazell, of Milwaukee. I remember him as having done the most original advertising of envelope


HARRIMAN
"I am not a ten per cent man," said E. H. Harriman, "I want something that will grow."
That is the text of Charles P. Norcross' article, telling how Roosevelt's undesirable citizen became one of the owners of the United States, in the
JULY
COSMOPOLITAN
He got something that would grow and it is not done growing yet.
At all News-stands—15 Cents

9a

printing I ever saw. I am glad he is still 'in business," although I have no doubt so original a printer must now have enough to retire on:

IN BUSINESS

competition is so fierce that you need every advantage *over your rivals you can get if you are to be successful.*

When ordering your printing don't be under the thumb of any printer. Get your printing done where you can get it the cheapest—where you get the most for your money.

If my work is not the best, and my prices not the lowest, don't patronize me. Don't send me your orders for any other than purely business reasons.

I know I can do good printing. There would no excuse for my doing any but the best, when I have one of the best plants in the country, the best printers I can get, and use only the best of materials.

I want to figure on your printing, but I don't expect to receive your orders unless my prices are the lowest that good work can be done for. Big orders and little orders receive the same careful attention.

I do pretty much everything in the line of printing and would like to add you to my list of satisfied cus-

tomers. Are you willing to let me try? A telephone call or a letter will bring a representative promptly to your place of business.

JAMES G. BRAZELL
PRINTER
Northeast Cor. Second and Sycamore Sts.
Phone Grand 2880
MILWAUKEE, WIS.

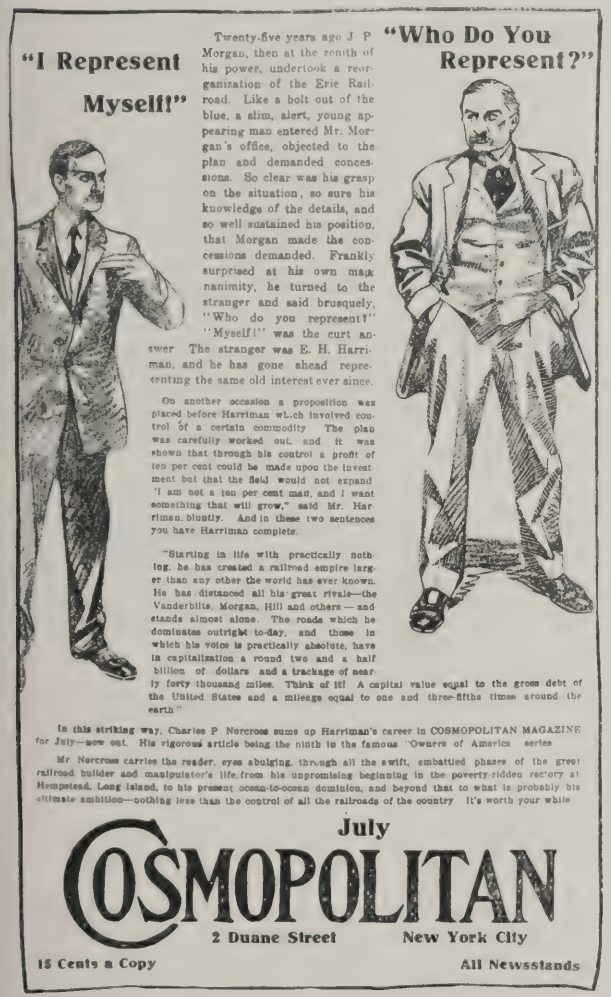
* * *

Plain practical common sense is an excellent business qualification, and it cannot be better employed than in the preparation of advertisements.

* * *

"WORTH KNOWING."

One of the finest pieces of printing-advertising I have seen for many a long day and night is the 48-page booklet, "Worth Knowing," issued by the *Times* Printery, Scranton, Pa. The title is apropos. The title is die-stamped and embossed on Kabistan Sultan, Rhino-finish stock, and the body pages are 120 lb. enamel white. The plate-blocks on the inner pages are buff, the titles of the various articles being Litho Roman on tint panels and the initials being Macfarland in orange. The various subjects discussed are, "Planning the Catalogue," "The Writing of Copy," "The Editing of Copy," "Don't Hurry the Pressman," "Color Harmony Hints," "Four-Color Printing," "Illustrations," "Harmony in Composition," "Screens of Half-tones," "Finishes of Half-tones," "Illustrations in Colors," and "A Little Personal Experience." All of these subjects are treated in a bright and edifying way, and will doubtless give many a present and prospective customer just the information he hankers for. Moreover, its absorption on the part of the aforesaid customer will doubtless save the *Times* Printery much wearisome explanation. The article on "Four-Color Printing" is beautifully illustrated, a magnificent scene being taken as the basis of the pictorial description. The various plates and printings are captioned as follows: "1. Proof of YELLOW plate. 2. Proof of RED plate. 3. Proof after printing RED on YELLOW. 4. Proof of BLUE plate. 5. Proof after printing BLUE on No. 3. 6. Proof of BLACK (key) plate. 7. Final proof after printing BLACK on No. 5."

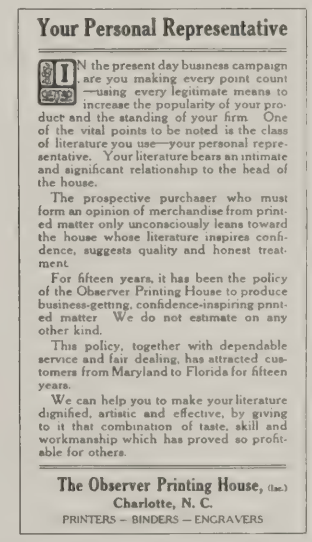

"I Represent Myself!"
"Who Do You Represent?"
Twenty-five years ago J P Morgan, then at the zenith of his power, undertook a reorganization of the Erie Railroad. Like a bolt out of the blue, a slim, alert, young appearing man entered Mr. Morgan's office, objected to the plan and demanded concessions. So clear was his grasp on the situation, so sure his knowledge of the details, and so well sustained his position, that Morgan made the concessions demanded. Frankly surprised at his own magnanimity, he turned to the stranger and said brusquely, "Who do you represent?" "Myself!" was the curt answer The stranger was E. H. Harriman, and he has gone ahead representing the same old interest ever since.
On another occasion a proposition was placed before Harriman which involved control of a certain commodity The plan was carefully worked out, and it was shown that through his control a profit of ten per cent could be made upon the investment but that the field would not expand "I am not a ten per cent man, and I want something that will grow," said Mr. Harriman, bluntly. And in these two sentences you have Harriman complete.
"Starting in life with practically nothing, he has created a railroad empire larger than any other the world has ever known. He has distanced all his great rivals—the Vanderbilts, Morgan, Hill and others—and stands almost alone. The roads which he dominates outright to-day, and those in which his voice is practically absolute, have in capitalization a round two and a half billion of dollars and a trackage of nearly forty thousand miles. Think of it! A capital value equal to the gross debt of the United States and a mileage equal to one and three-fifths times around the earth"
In this striking way, Charles P Norcross sums up Harriman's career in COSMOPOLITAN MAGAZINE for July—now out. His vigorous article being the ninth in the famous "Owners of America" series
Mr Norcross carries the reader, eyes abulging, through all the swift, embattled phases of the great railroad builder and manipulator's life, from his unpromising beginning in the poverty-ridden rectory at Hempstead, Long Island, to his present ocean-to-ocean dominion, and beyond that to what is probably his ultimate ambition—nothing less than the control of all the railroads of the country It's worth your while
July
COSMOPOLITAN
2 Duane Street New York City
15 Cents a Copy
All Newsstands

9b

A SERIES OF MEETINGS
AT THE
FIRST BAPTIST CHURCH
CONDUCTED BY
PRYCE EVERETT GATLIN
These Meetings begin Sunday, March 22, 1908
Services Every Day at 10:30 a. m. and 7:30 p. m.

10

Another page shown 8a and b) with the half-tone from photograph and the one from the retouched photo show how explicitly interesting details are explained. Another page (8c) is in two colors, so interdisposed as to give the effect of various shades besides black and gray. The text concludes with


Your Personal Representative
IN the present day business campaign are you making every point count—using every legitimate means to increase the popularity of your product and the standing of your firm One of the vital points to be noted is the class of literature you use—your personal representative. Your literature bears an intimate and significant relationship to the head of the house.
The prospective purchaser who must form an opinion of merchandise from printed matter only unconsciously leans toward the house whose literature inspires confidence, suggests quality and honest treatment
For fifteen years, it has been the policy of the Observer Printing House to produce business-getting, confidence-inspiring printed matter We do not estimate on any other kind.
This policy, together with dependable service and fair dealing, has attracted customers from Maryland to Florida for fifteen years.
We can help you to make your literature dignified, artistic and effective, by giving to it that combination of taste, skill and workmanship which has proved so profitable for others.
The Observer Printing House, (Inc.)
Charlotte, N. C.
PRINTERS – BINDERS – ENGRAVERS

11

A LITTLE PERSONAL EXPERIENCE.

A few years ago we made a call on a Scranton firm that sent most of its fine printing out of the city. The head of the business had the idea that a job that came from New York, Philadelphia, Chicago, or Cleveland—anywhere a long way from home—was certain to be better than that done at home.

"I don't think you can do our work. We want high-grade printing, not the ordinary kind, we want printing that shows our individuality," said this gentleman.

We explained to him that all we wanted was a chance to

show him. "Of course we can't, if you don't give us the chance," was our reply. "May we show you?"

He agreed. We got the making of his Spring catalog, and we have done his work ever since.

The handsome work-mark of the *Times* Printery makes a fitting tailpiece.

But hold! There is a brief and modest explanation on the back page which makes a fitting finale to a fine piece of printing, a fine piece of advertising.

* * *

Don't act as if you were doing your customer a favor in taking the money. Even if you are giving better value than they can get elsewhere the favor is a mutual one.

* * *

A MAGAZINE'S NEWSPAPER SPACE.

These newspaper advertisements (9a and b) with which the *Cosmopolitan Magazine* announced an article in the July issue are of particular interest now that the greatest railroad man has paid the penalty of an over-strenuous life. The "money-tree with dollars on every limb" and eke its train-roots (and many train routes centered in Harriman) is a particularly clever adaptation of an old form of ornamentation. The *Cosmopolitan* is a liberal advertiser since it passed under the control of W. R. Hearst, and every important article and story is thus announced. A collection of the various newspaper ads is forwarded to prospective *Cosmopolitan* advertisers each month, the object being to show believers in advertising how

LITHOGRAPHING
AND PRINTING
ALL UNDER ONE ROOF AND MANAGEMENT
Every kind of good printing is done by us!
We will do all of your printing
and some of your thinking
W. F. POWERS & CO.
COLOR AND COMMERCIAL LITHOGRAPHERS
THE POWERS PRESS, (INC)-FINE BOOK AND JOB PRINTING.
23-25-27 - CITY HALL PLACE - NEW YORK

12

the *Cosmopolitan* must surely increase its subscription lists and news-stand sales by such publicity. This method is used by many advertisers—and is extensively adopted by wholesalers and manufacturers in order to encourage the retailer. But how easily the *Cosmopolitan* plays into the hands of those who uphold the newspaper end of the great controversy as to newspaper vs. magazine advertising now so strongly waged! Why does the *Cosmopolitan* use newspaper advertising instead of space in the magazines? is the natural query. But then Hearst is considerable of a newspaper owner himself, and can afford to have the argument take either side.

* * *

The advertisement that is read and believed is the one that does the work. The advertiser who can make his announcements both attractive and convincing has mastered the essential principles of the advertising art.

* * *

AN ITALIC JOB.

This round-cornered card (10) is sent me by Edgar L. Noura, of the Argus Printery, Dalton, Ga. It is an interesting piece of one-series typography. The other side of the card is likewise italic, and is starting with its display line, half-way through the text, *WHICH ROAD ARE YOU TRAVELING?* Doubtless this display will cause some people to look at the milestones.

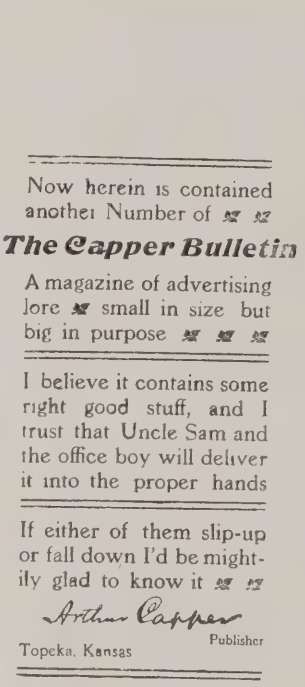
* * *

The printer who believes that advertising does not pay would be better satisfied if his competitor had the same belief.

* * *

"YOUR PERSONAL REPRESENTATIVE."

The Observer Printing House of Charlotte, N. C., uses a slip of onyx stock to talk of Your Literature, which it rightly considers Your Personal Representative. The slip is reproduced (11), perhaps more for its wording than its typography, though the latter is


Now herein is contained another Number of

The Capper Bulletin

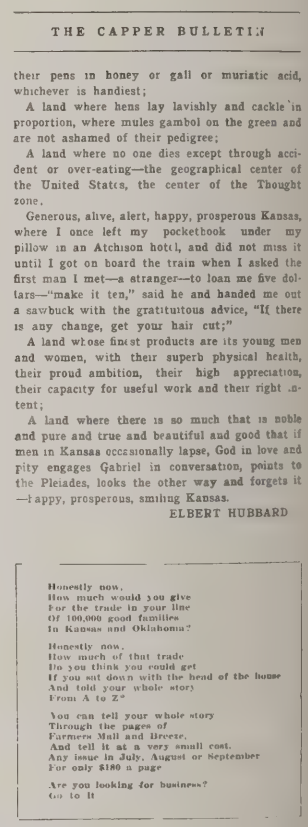
A magazine of advertising lore small in size but big in purpose

I believe it contains some right good stuff, and I trust that Uncle Sam and the office boy will deliver it into the proper hands

If either of them slip-up or fall down I'd be mightily glad to know it

Arthur Capper
Publisher

Topeka, Kansas


THE CAPPER BULLETIN

their pens in honey or gall or muriatic acid, whichever is handiest;

A land where hens lay lavishly and cackle in proportion, where mules gambol on the green and are not ashamed of their pedigree;

A land where no one dies except through accident or over-eating—the geographical center of the United States, the center of the Thought zone.

Generous, alive, alert, happy, prosperous Kansas, where I once left my pocketbook under my pillow in an Atchison hotel, and did not miss it until I got on board the train when I asked the first man I met—a stranger—to loan me five dollars—"make it ten," said he and handed me out a sawbuck with the gratuitous advice, "If there is any change, get your hair cut;"

A land whose finest products are its young men and women, with their superb physical health, their proud ambition, their high appreciation, their capacity for useful work and their right intent;

A land where there is so much that is noble and pure and true and beautiful and good that if men in Kansas occasionally lapse, God in love and pity engages Gabriel in conversation, points to the Pleiades, looks the other way and forgets it —happy, prosperous, smiling Kansas.

ELBERT HUBBARD

Honestly now,
How much would you give
For the trade in your line
Of 100,000 good families
In Kansas and Oklahoma?

Honestly now,
How much of that trade
Do you think you could get
If you sat down with the head of the house
And told your whole story
From A to Z?

You can tell your whole story
Through the pages of
Farmers Mail and Breeze,
And tell it at a very small cost.
Any issue in July, August or September
For only $180 a page

Are you looking for business?
Go to It

[11]

13a 13b

dignified, and with a little filling in and a little whiting out would be of an even higher artistic order.

* * *

The printer who does the most business is the one who makes the greatest efforts to get business to do.

* * *

A FAMOUS ARTIST'S PRINTING-ADVERTISING.

Some of the leading magazine artists are also leaders in the advertising field. Miss Blanche Greer, whose wonderful work in illustrating stories for *Everybody's* and other leading periodicals, has brought her a wide fame, has produced many pictures for the Banning Advertising Agency of St. Paul and Chicago, which are even better known, though her signature does not appear thereon. Horace Taylor, who is one of the best of all the humorous artists in the magazine field, inclines to help the printer in his publicity, and one of his suggestions for printing-advertising appeared in this department some time since. Here (12) is a blotter design executed by Mr. Taylor for the print-shop of W. F. Powers & Co., Philadelphia. The

phrase, "All Under One Roof and Management" is particularly and humorously appropriate to a picture of the patriarch who had enough sense to get in out of the rain.

* * *

The true test of the value of an advertisement is the amount of business it creates.

* * *

THE ORGAN OF ORGANS.

Arthur Capper, who is not a capper in the approbrious sense of the term, but who caps many other publishers in places of many times the size if not the importance of Topeka, sends me a recent number of the *Capper Bulletin*. All of it is worthy of reproduction, but lest we have not space therefor, let's show the left-hand side of the envelope, at any rate, (13a). This is in cheery enough language to induce anyone to "inquire within." It is a bully house organ—it's the *Philistine*, and the *Mail Order Journal*, and "Dollars and Sense" rolled into one, and its typography is refreshing. It gives a good deal of the news that's fit to print, and boosts a number of good fellows in the advertising field. Well, one page of it then (13b),—the end of a little journey to the home of great men—Kansas—by Elbert Hubbard.

* * *

"New ideas bring new business," says a valued printers' house-organ. This sounds well, but its accuracy depends upon the character of the ideas and the use that is made of them.

Pres. Pomeroy Asks Co-operation

To the Members of the N. E. A.

I want to take this opportunity to thank you for the confidence you have reposed in me by selecting me as your President for the forthcoming year year. I appreciate the compliment highly, for a great compliment it is to be placed at the head of such a distinguished and worthy organization. I will do my utmost to meet the requirements of the position, but to accomplish results and maintain and advance the interests of the Association the President must have the hearty and united support of each individual member. This I have reason to believe will be accorded me in full measure. The Association can accomplish much through united effort, and my ambition is to make the succeeding year one of the most noteworthy and most profitable in the history of the organization.

We will celebrate our Twenty-fifth Anniversary at the next annual meeting. This should be an important epoch in the life of the Association. I hope that this may be accomplished, and I will be very glad indeed to have any suggestions that the members may feel inclined to send me. I want the support and hearty co-operation of each individual member, but above all I want their suggestions for making the year upon which we have entered one that will be not only memorable but of lasting influence to the great body of men and women that compose our organization. Kindly send me any suggestions you may have that this may be accomplished.

Again thanking you for the compliment you have bestowed upon me, and trusting that our relations may be pleasant and profitable, I am, Very sincerely yours,

A. Nevin Pomeroy.

A New Numbering Machine

An entirely new Typographic Numbering Machine is offered by the American Numbering Machine Co., of 291-295 Essex St., Brooklyn, N. Y. This new machine is known as Model 30 and sells for $5.00. This is not an old model reduced in price, but an entirely new machine designed and so constructed that it can be sold at a low figure and still maintain the highest standard of merit.

The case is made altogether of steel, the drop ciphers are made of tool steel, and the plunger in one solid piece. There are no screws or staples of any kind in connection with the plunger mechanism which is built upon entirely new principles. The plunger is released from its housing by simply depressing by hand. Machines are quickly re-assembled in half a minute.

Parts Released for Cleaning and Oiling. Impression of Figures

In design, construction and workmanship, it is claimed that this machine surpasses any other machine on market, notwithstanding they are sold at a higher price.

The figures are deeply cut on steel wheels and the ratchets and actuating pawls are made of tool steel.

Model 31 is built upon exactly the same lines as Model 30 with the exception that it is made with six wheels instead of five.

Model 32 is a two-wheel machine, numbering 1 to 50 and repeat, and of particular interest to those manufacturing cash salesbooks.

New folders describing these machines may be obtained by applying to the company direct.

Printer Gains Many Points

Vandalia, Mo., Sept. 20, 1909.

National Printer-Journalist, Chicago.

Dear Sirs:—Enclosed find draft for $1.50 which you will please credit to my subscription. I am more than pleased with the paper. Have not missed a copy for some time and I am certain that I have gained many practical points from it. I would like it just twice as well if it was published twice a month. Yours fraternally,

Claude Syler.

Notes

W. T. Buchanan, for the past ten years managing editor of the Des Moines *Daily Capital* has resigned his position to enter other fields.

R. C. Keagy has resigned his position as city editor of the Manchester, Iowa, *Democrat* and as private secretary to the law firm of Bronson, Carr & Sons. He has accepted a position on the *Daily Union* at Enid, Oklahoma.

John J. Hamilton, for years the moving spirit in the Des Moines *Daily News*, is arranging, it is said, to close out his business interests and remove to the North Pacific Coast, probably Seattle. He probably will go into the newspaper business in the west with his sister, Mrs. Ella Hamilton Durley, for years one of the editors of the *News*, but now editor of one of the publications of the Homestead Company. Mr. Hamilton last year was one of the candidates for the Republican nomination for governor.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

THE Lanston Monotype Company have designed and gotten up in the best style of typography a most effective piece of advertising in the shape of a bond with coupons. It is as perfect as any thousand dollar bond issued by a municipality. The bond itself gives authoritative statements with regard to the Monotype and each coupon contains a clear and strong claim of some one advantage or excellence to be found in the use of the machine. The work is so ideally arranged and executed as to be convincing in itself of the high qualities contained in the machine.

The Herrick Press, 717 Music Building, 246 Michigan Ave., Chicago, makers of drawings of all kinds, have issued four booklets showing cuts in two colors designed for use in advertising. The cuts are novel, show action and enforce ideas. Each design has a head-line to help in preparing copy for an ad. The booklets are sold at 25 cents a copy or four copies for 75 cents. Catchy illustrations have come to be universally recognized as a necessity of modern advertising, to attract attention and illustrate an important point or enforce a truth as well as to awaken an interest and to please.

The announcement in this issue of our magazine to the effect that C. B. Cottrell & Sons Co., have appointed Keystone Type Foundry their General Selling Agents throughout the United States for the Cottrell Two-Revolution and Drum Cylinder Presses will doubtless be a surprise to most of our readers, because up to a few months ago that foundry practically confined its sales to its own products.

If the Keystone is anything it is progressive and wide-awake to changing conditions, and the broadening of its field and selling proposition at this time shows it. The largest of printing plants required for general printing, newspaper, magazine and other publication work can now be fitted up completely by one foundry, and the buyer can place the entire order for his plant with one concern, making and dealing in only the best.

In addition to its own extensive manufactures, consisting of Nickel Alloy Type and other materials, the Keystone is Selling Agent for the leading manufacturers of Printers' Furniture and Wood Goods, Job Presses, Lever Paper Cutters, Proof Presses, Round Cornering, Punching and Perforating Machines, Stapling Machines, Wire Stitchers, Saw Trimmers, Power Paper Cutters, Folding Machines, and now this splendid line of Printing Machinery is rounded up by the addition of the Cottrell Presses.

The newspaper that is still being set by hand is beginning to be pretty generally regarded as a "back number." Daily papers are now almost universally machine set, while even the smaller weeklies in the more remote districts find that it is more economical in the long run to install typesetting machines than to worry along with incompetent and indifferent help. The help problem in large measure is being solved by the Linotype—either Standard or Junior. Publishers are no longer being deterred from installing machines by the false fear that a single machine will not pay. Two thousand one-machine Linotype users and 500 Junior users have demonstrated that that idea was a fallacy. Progressive printers everywhere are learning to submit to the inevitable and bringing their offices up to date by adopting the slug-set way.

Washington Branch
American Type Founders Co.

Mr. W. Seton Kent, Manager

Mr. W. Seton Kent, whose acquaintance with the printers of the territory tributary to Washington and the whole South is unexcelled, has been appointed manager of the new branch house of the American Type Founders Company at 1210 G Street, N. W., Washington, D. C. He was given carte blanche as to stock, and consequently Washington has now at its service the best and most varied line of type, machinery and materials.

W. Seton Kent was born in Baltimore in 1871. He entered the employ of Barnhart Brothers and Spindler in 1892, and in 1900 established for them the Southern Printers' Supply Company in Washington, of which he was manager until

June of this year, when he resigned. No man is better known in the printers' supply business. He has been in that business all his life, has been uniformly successful, and has personally visited from time to time every printing house and newspaper from Delaware to Florida. His last move is a progressive one not only for himself but his customers, and his friends predict for him a great success.

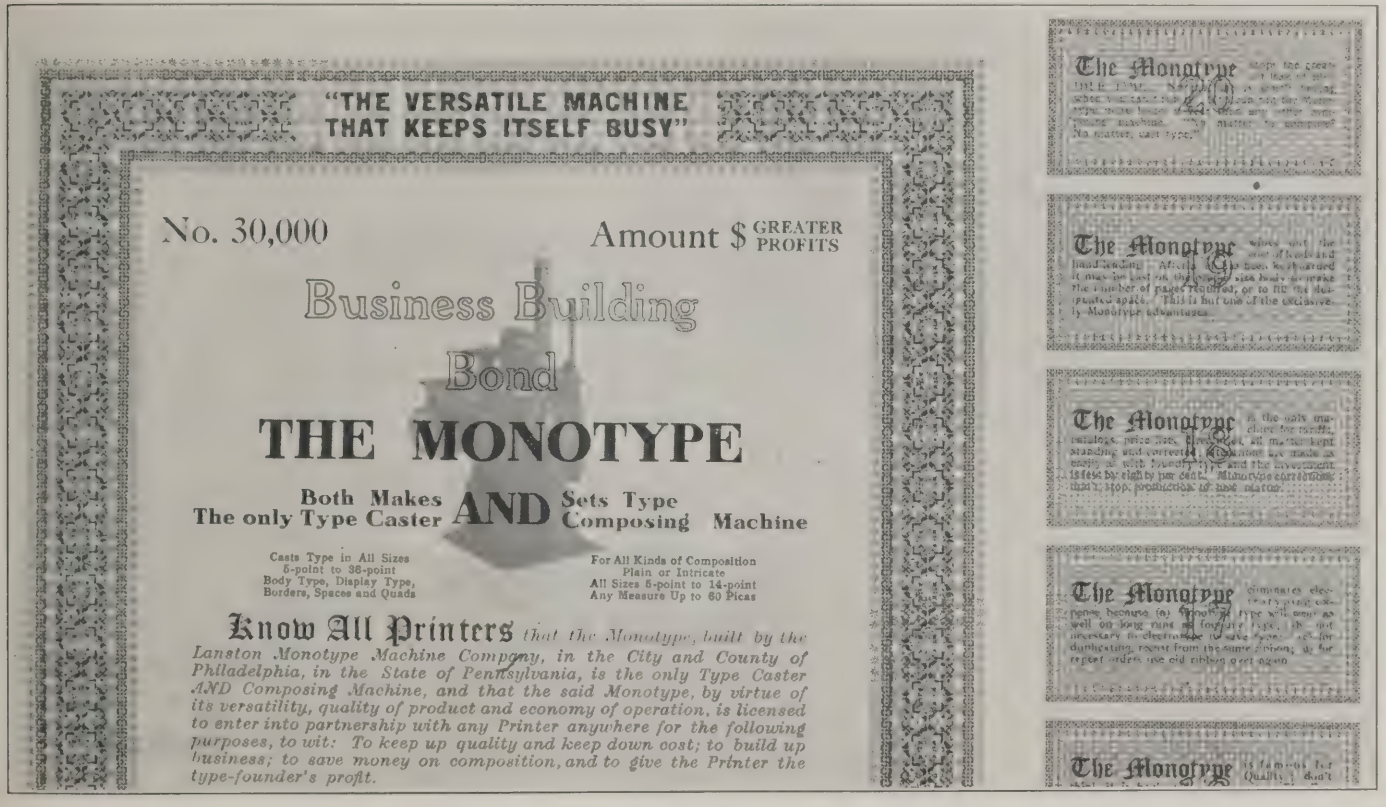
The word "clever" is overworked, but no other adjective so aptly describes the little four-page magazine, called "A Jolt and a Joke," issued by the Wood and Nathan Company, the first number of which has agreeably jarred our sensibilities. This particular kind of literature affords keen pleasure after one has read much in a perhaps more elevated style. Frivolous facts have a peculiar habit of lingering around in one's memory chambers long after other dignified and respectable guests have gone.

to make the advertisements in their papers profitable to the advertisers their success will be curtailed. The first obvious means at hand is up-to-date display with live type, and now that display type like the Cheltenhams, Century Expanded, Clearface, Century Bold, and other winning designs are sold at the lowest prices on record for display types—now, we say, is the time to test the business-bringing power of good type faces at the least outlay.

OSWEGO MACHINE WORKS.

1909 CATALOG NO. 8.

This catalog is said to be the finest illustrated catalog in the machinery line yet published. There is rarely anything new in the catalog line, but the unusual catalog of Oswego Machine Works, Oswego, N. Y., of which Niel Gray, Jr., is the proprietor, contains valuable suggestions for catalog making, as well as valuable information regarding cutting ma-


"THE VERSATILE MACHINE THAT KEEPS ITSELF BUSY"
No. 30,000
Amount $ GREATER PROFITS
Business Building Bond
THE MONOTYPE
Both Makes The only Type Caster AND Sets Type Composing Machine
Casts Type in All Sizes 5-point to 36-point Body Type, Display Type, Borders, Spaces and Quads
For All Kinds of Composition Plain or Intricate All Sizes 5-point to 14-point Any Measure Up to 60 Picas
Know All Printers that the Monotype, built by the Lanston Monotype Machine Company, in the City and County of Philadelphia, in the State of Pennsylvania, is the only Type Caster AND Composing Machine, and that the said Monotype, by virtue of its versatility, quality of product and economy of operation, is licensed to enter into partnership with any Printer anywhere for the following purposes, to wit: To keep up quality and keep down cost; to build up business; to save money on composition, and to give the Printer the type-founder's profit.
The Monotype
The Monotype
The Monotype
The Monotype
The Monotype

A Reproduction of The Monotype Company's Clever Circular

Many publishers overlook the fact that an advertiser knows when his advertisement is ineffectively displayed, although he may not know why. He also knows when it is set up effectively, and he is more willing to pay for it when it is. The publisher is in need of advertisements. How can he expect a liberal response to his need if he is illiberal with the advertisers he has already? Liberality pays. Liberal treatment is responded to with liberal returns.

We notice great improvements in many papers since the American Type Founders Company decided to sell its display types at the same price as body types, in weight fonts. Type *talks* for the advertiser, but if a publisher dishes up the advertisement in back number type faces, all kinds mixed up as if the compositor had selected them in the dark by his sense of feeling, his types only *whisper*. The big dailies that are overrun with advertisements, and have a great deal to think of, pay special atention to getting satisfactory type display for their advertisers. The publishers of smaller papers will find the same policy profitable. Unless they do their level best

chines, and is worth possessing whether one is interested in these products or not. A picture index locates the kinds of machines easily. This is followed by a "Size" index, which locates all the various styles of each size instantly. A third index gives information of all kinds about cutting cloth, paper, tinfoil, leather, etc., etc. Instead of having to read the entire catalog for the points of superiority, these are condensed on one page devoted to generalities, and on another page devoted to specific points. It is therefore possible to ascertain easily and quickly what points are claimed as superior for the Oswego cutting machines. The illustrations are made from the finest cuts obtainable. Ninety sizes and styles of the Oswego and Brown & Carver and Ontario cutters are shown, and a scattered geographical list of users all over the world shows the general esteem in which Oswego Machine Works is held.

Right through the usually dull summer months the American Type Founders Company has been kept busy and many

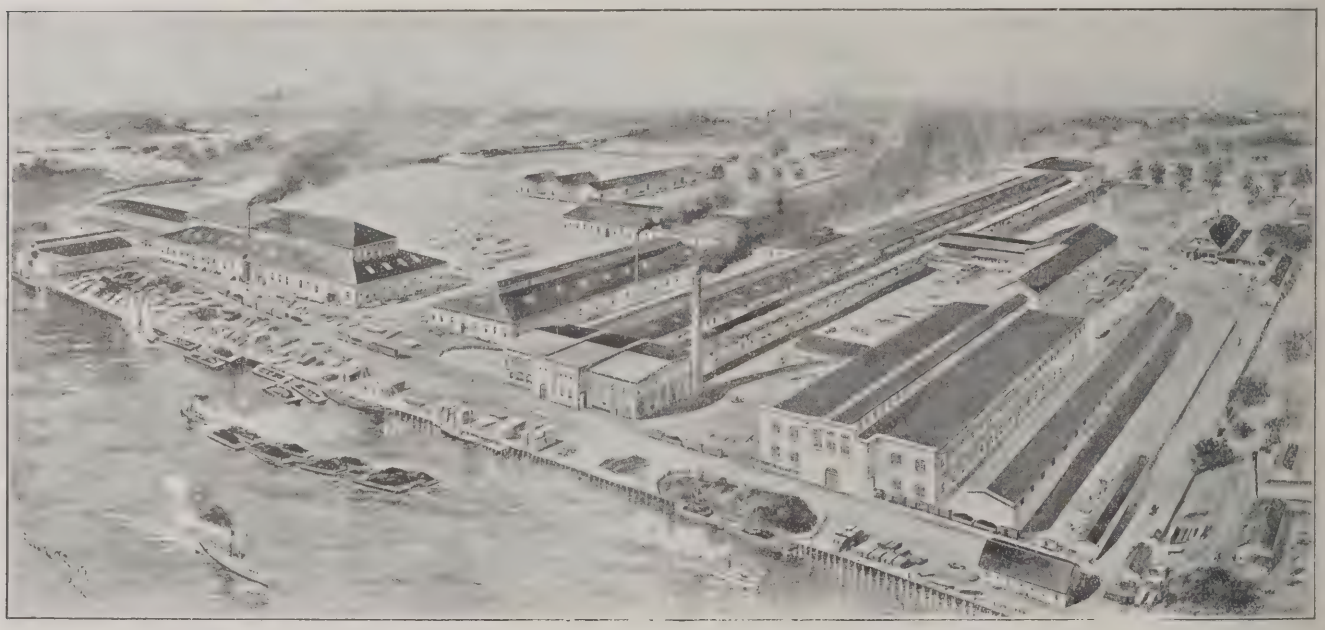
of the selling houses are now on the lookout for experienced type and printing machinery salesmen. "Nothing succeeds like success," and one of the biggest type successes is the Cheltenham family. The selling of this face in weight fonts at body type prices has of course had much to do with the big increase in business. All of the American display type is now sold in weight fonts at body type prices.

Wedding Text is the latest addition to the large Copperplate family of type faces cast by the American Type Founders Company for imitating the work of the engraver. The utility of such types has been greatly enhanced since the American initiated the custom of selling its display type in weight fonts at body type prices. Whereas text letters were formerly bought only in the regular job fonts the Foundry now receives more orders for weight fonts of twenty-five and fifty pounds. Printers appreciate the economy of full cases of such type for use in printing invitations, announcements, etc., for there is no delay in hunting for sorts, or picking from other live jobs.

cently issued by Oswego Machine Works, Oswego, N. Y., who are glad to send it for the asking. Their 1909 catalog is a little different.

In an advertisement printed on another page it is stated that over 1800 printing and binding concerns are now using and will endorse the Boston Wire Stitcher. The "Boston" is the youngest stitching machine on the market, and such popularity must be gratifying to its selling agent, American Type Founders Company.

C. B. Cottrell & Sons Company have been compelled to enlarge their factory accommodations at Westerly, R. I., and with the recent additions to the plant, it is one of the largest of the kind in the world. The illustration affords an idea of the extent of space covered by the buildings. The large buildings in the immediate foreground are the most recent additions to the group. The popularity of the Cottrell presses has continued to increase and the demand has been phenomenal in spite of the business depression of recent years, even to the extent of requiring the employment of a day and night force during the summer months.



Where the Cottrell Presses are made

In place of the cast stereotype bases commonly used in newspaper offices, the Wesel Manufacturing Company has introduced solid iron adjustable bases in fonts which are said to be great economizers. The use of adjustable iron bases by the Boston *Post* brought about a dispute between the Boston photo-engravers' union and the publishers of that city, which was settled after one week's arbitration in favor of the publishers. On a test a plate of irregular shape was securely mounted by a compositor using adjustable iron bases in one minute and ten seconds, while the photo-engraver took ten minutes, using a base previously cast and shaved in the stereotype room. The iron bases are indestructible, whereas cast stereo bases cannot be used more than once or twice, losing their accuracy under the steam tables. The importance of this detail in a newspaper office was brought out in the evidence, which showed that a return to the old method of using cast stereo bases trimmed by the photo-engravers would make it necessary for the Boston *Post* to engage two extra blockers and one extra stereotyper. Yet the whole cost of the adjustable iron bases was little over $100. This is an economy well worth investigation and adoption.

Some valuable new attachments for cutting machines for cutting special shapes, etc., are shown in the new catalog re-

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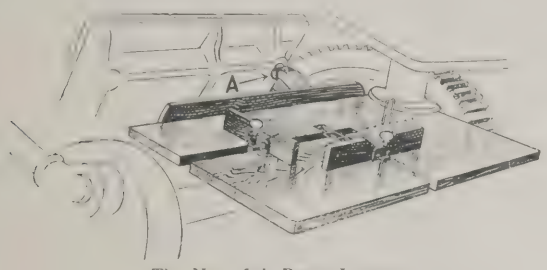
The Wood and Nathan Company have a third full page announcement in this month's National Printer-Journalist that contains matter of considerable importance to the smaller publisher and printer. The statements made in this advertisement are strong and in their straightforwardness will not fail to carry conviction. The injunction to investigate the claims made should be heeded. Too many printers and publishers are content with things as they are and in allowing themselves to drift into a state of innocuous unpreparedness, they fall easy victims to the attacks of enterprising competitors. Procrastination has stolen more than time. He is the same thief who has robbed many honorable printers and publishers of the ambition to excell, a jewel than which there is none more valuable if an iota of permanent success is to be attained.

The Automatic Platen Press Co., Patentee and Manufacturers of the Kavmor Press, have moved their headquarters to the New York Life Bldg., 346 Broadway, New York City, where they will maintain their general offices, and show room

placing on exhibition there, their Kaymor Press, where same can be seen in operation by printers in general.

One of the latest devices for the benefit of the job printer is that of a Jogger attached to the Gordon Press by R. A. Hart, who is so well known in the United States and Europe as the manufacturer of the Cylinder Press Jogger that fills at the present time so important a place in nearly every press-room in the country. There never was an article placed on the market that has paid a greater per cent on the investment to the printer than the paper jogger. No up-to-date printer today would think of doing without a jogger if they cost ten times their list—simply because they could not afford to do it. Now as these Gordon Press Joggers are made and adapted to the Gordon and Universal presses, there is no reason why they will not serve the printer as well as the cylinder press joggers. There is not a printer who is doing a paying business, but who spends at least 10c. in valuable time to even up



The New Job Press Jogger

paper every day a press is run and usually double that. Should a man figure up the investment to find whether it would pay he would find that the expenditure would pay him more than 100 per cent and when the job printer sees the small investment and the great saving of time, there is no question but what they will be as universally adopted by the up-to-date printer as the cylinder press jogger. The paper is evened up while the air is under the sheet so that there are but few jobs that will ever off-set by being jogged and then the job can be delivered at once to the customer. If the printing is done and turned one side before it is jogged, then you must let it remain for about twenty-four hours as the ink will smear the paper in rubbing together, when jogging the sheets. The fact that these joggers are sent to good reliable houses on approval is a guarantee that they are a device that will be appreciated by the up-to-date printers.

Charles T. Root, of the *Dry Goods Economist*, and W. H. Taylor, formerly publisher of the *Engineer* of Chicago, and their associates, have purchased the *Iron Age* from the David Williams Company. The policy of the paper will remain unchanged. The deal was negotiated through the offices of the Harris-Dibble Company, New York.

That enterprising German weekly, the Lincoln *Freie Presse*, is always doing something to keep its name and claims before the public. This, time it is a novelty in the shape of a magazine lead pencil, fountain-pen-like in appearance. Around the barrel is a sheaf of celluloid on which are the words, "The National German Weekly, Largest Circulation in America. Lincoln Freie Press, Lincoln, Nebraska, U. S. A. Average 142,440 each issue. Rate, 35 cents per agate line."

The management proudly reports that the leading advertisers of this country are showing a marked preference for the Lincoln *Freie Presse* and that the German reading public seems to consider the publication indispensable.

Mr. E. N. Farkas, publisher of the *Trade Journal Advertiser*, has favored the NATIONAL PRINTER-JOURNALIST with a copy of the "Advertisers' Hand-Book." The book is small in size but is all that it purports to be—a manual for trade journal advertisers. The information presented is a remarkably compact compendium of what is necessary knowledge to anyone connected with a trade journal either as publisher or advertiser. A few of the chapter headings will give an idea of the practical value of the book:—"How to Write an Advertisement," "Cuts, their proper uses and average costs," "Something About Paper," "How to Make Rough Sketches, etc., etc.

Novelty in advertising, if it be intelligent, impressive and contain an idea with a go in it, is to be always compelling and useful.

The use of the telegraph carries the impression of importance, quickness inreceiving orders, attention and promptness in their execution. The Star Engravers' Supply Company

Form 212

Star Engravers' Supply Telegraph Co.

2c PAID New York City, N. Y. PERMIT, 521

——NOT INCORPORATED——

SUPERIOR SERVICE IN ALL PARTS OF THE CITY AND WORLD.

Delivered from FACTORY OF STAR ENGRAVERS' SUPPLY CO.,

Office. 81-83 Fulton St., New York City.

37

No. .....

Pd

Charges. .....

Form 211

STAR ENGRAVERS' SUPPLY TELEGRAPH CO.,

NOT INCORPORATED

HIGH GRADE SERVICE — MAIN OFFICE, 81-83 FULTON ST. NEW YORK CITY

This Company transmits and delivers at lowest prices, "GLOSSOID" Brand, zinc, copper, monogram dies, commercial steel, and card plate copper and supplies of the highest grade by means of water, freights, and improved machinery.

Don't permit this to be an UNREPEATED MESSAGE, but communicate it to your friends, who will appreciate fair treatment.

NOTE: There is no method of making friends equal to the method of making good.

E. S. CO., Paid

New York City, N. Y. September 1st, 1909

Mr. Copper, Zinc and Steel Consumer.

(f dissatisfied with quality, or service, try a small sample shipment, "GLOSSOID" BRAND Copper, Zinc and Steel. Costs no more than that supplied by other manufacturers, and is the best metal produced. Buy before prices advance further

STAR ENGRAVERS' SUPPLY CO.,

10.25 A. M.

☞ READ STATEMENT ABOVE ☜

have seized upon the favor of the telegram to effectively get the interested attention of customers. The idea is a good one and is capable of nearly genarl use. Here are the forms that they have adopted and the matter as well as the those of a telegraphic message, is taking.

DETROIT PAPERS AS PURE AS THE SAPPHIRE STRAITS.

The sightless sufferer who was miraculously healed said: "One thing I know, that whereas I was blind, now I see." This one thing I know and declare unto you, that whereas the press of my home city was once blind to its moral responsibility in the matter of offensive advertising, now it sees!

Detroit hasn't a daily paper now whose columns do not comport with the purity of her sapphire straits or the unflecked serenity of her August skies. It's progress, beloved, when you don't know whether you are looking into the unsullied book of nature, or at the last edition of a Detroit newspaper.

"So, bringing you these tidings of great joy from the press of Detroit and from the newspapers of the nation, all hail the era of upstairs and downstairs, and let us look forward confidently to the time when the editor of advertising will sit in the journalistic circle!—JAMES SCHERMERHORN, Publisher of the Detroit, Michigan, *Times*, in an address before Convention of Advertising Clubs of America.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

WANTED—LADY COMPOSITOR TO PURCHASE INterest in live weekly paper in thriving Idaho town. Address, "Idahoan," care NATIONAL PRINTER-JOURNALIST.

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

FOR SALE—TWO HUBER TWO-COLOR PRESSES. Bed 39x52. These presses have been thoroughly overhauled, and are in excellent condition. Price very low. Address, J. A. ROESE, P. O. Box 897, Pittsburg, Pa.

EDITORIAL—BRIGHT, ORIGINAL, EXCLUSIVE, PROgressive Republican or Independent; any proportion nonpolitical. Price low. G., care NATIONAL PRINTER-JOURNALIST.

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

BABCOCK DISPATCH PRESS 39x52. ELEGANT CONdition. W. L. A., care NATIONAL PRINTER-JOURNALIST.
PONY BOOK AND JOB CAMBELL 28x41; FINE MACHINE for newspaper and job work; good condition. C. H., NATIONAL PRINTER-JOURNALIST.

NEW TYPE FOR OLD, 1 lb. for 3 lbs., or 1 lb. new Empire for 6 lbs. stereos, electros, etc. Beautiful faces like the Caslons, Cheltenhams, Winchell, etc. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 339 John NEW YORK CITY

Only Weekly in Mississippi Valley
County Seat Town of 2500

Two presses, gasoline engine, paper cutter, etc. Gross business, $6,500 annually. Owner is actively engaged in another business and operates property, which is only publication in the county, entirely by salaried help. Operated in that way the property returns the owner $1000.00 a year. Practical owner-manager would doubtless do much better. Proposition No. 539.

C. M. PALMER
Newspaper Broker **277 Broadway, New York**

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Different—of Course

A good many printers imagine their situation is exceptional—think honestly, that they are different from everybody else. The main difference we have been able to get a focus on is that some men who make a living out of *other* people's advertising think *they* can do business without advertising.—If you are a real believer in advertising, get our proposition on building business for your job department—and do it now.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns
who do their own printing

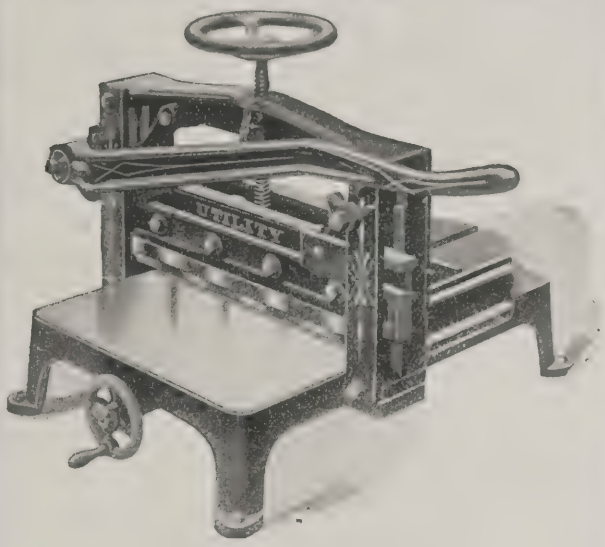
GOOD WORK AND PROMPT SERVICE

Buffalo
Printing Ink
Works

BUFFALO, N. Y.

UTILITY

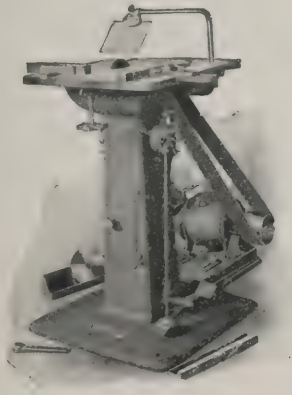
The BEST Small Paper Cutter



SOLD BY ALL DEALERS

Pavyer Printing Machine Works

600-602-604 South Broadway
ST. LOUIS, MO.



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

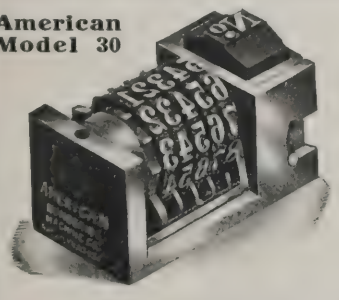
MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

American Model 30



No 12345
Impression of Figures

Steel throughout

Model 31—6 wheels - - $6.00

LATEST AND BEST

EVERY MACHINE THOROUGHLY TESTED IN A PRINTING-PRESS AND GUARANTEED ACCURATE

STEEL CASE

STEEL WHEELS

5.00
5 Wheels

Improved Construction

New Design

AMERICAN NUMBERING MACHINE CO.
291-295 Essex Street, Brooklyn, New York
160 Washington Street, Chicago, Ill.

OR THROUGH DEALERS

Write for a Sample Machine on Trial

American Model 30

Parts Released for Cleaning and Oiling

No Screws or Staples

Steel throughout

Model 31—6 wheels, $6.00

National Printer-Journalist

W. T. RAWLEIGH, PRES. & TREAS.
W. J. TREVILLIAN, VICE-PRESIDENT
J. R. JACKSON, SECRETARY

BUSINESS GROWTH UNEQUALED BY ANY SIMILAR CONCERN

Cable Address: "Rawleigh"
Codes Used { Leiber's Standard and Western Union Universal

INCORPORATED 1895
CAPITAL AND SURPLUS $1,000,000

The W. T. Rawleigh Medical Co.,

Importers, Chemists, Manufacturers

Rawleigh's

Proprietary Medicines, Extracts, Spices, Soaps, Perfumes, Toilet Articles,
Stock and Poultry Preparations, Dip & Disinfectant, Etc.

Main Offices, Laboratories and Power Plant
ACRES OF FLOOR SPACE

FREEPORT, ILL., 9/7/09.

Manz Engraving Company,
950 E. Ravenswood Park,
Chicago, Ill.

Gentlemen:-

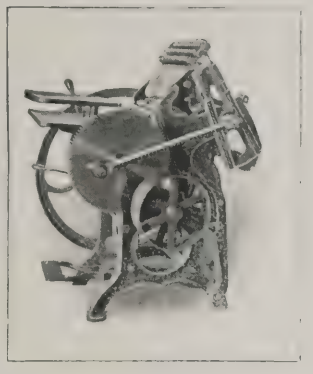
The plates for our All-Medicine Hog Mixture carton labels have arrived and the same are very satisfactory. We are very much pleased with the way you have handled the job, and should we have any further work of this nature, we would be pleased to give you an opportunity of doing the same for us.

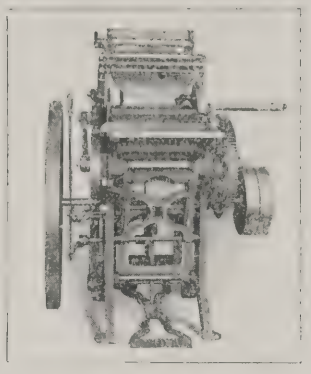
Promptness and dispatch in getting our work is worth considerable to us, and it is our desire to place our orders with a concern that can give us the best service.

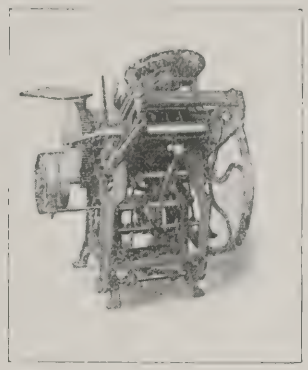
Yours very truly,

THE W. T. RAWLEIGH MEDICAL COMPANY.

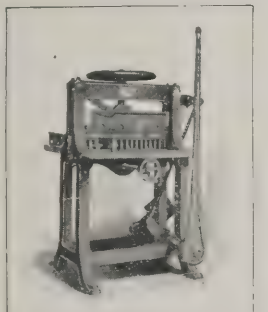
The MOST POPULAR PRINTING MACHINERY MADE







THE CHANDLER & PRICE PRESS, BUILT IN SIX SIZES



THREE SIZES
23 inches, 26 inches and 30 inches

OFFICE AND WORKS OF THE CHANDLER & PRICE CO.
Two and one half acres of floor space

THREE SIZES
23 inches, 26 inches and 30 inches

THREE SIZES
30 inches, 32 inches and 34 inches

THE CHANDLER & PRICE CO.

MAKERS

CLEVELAND - - - - OHIO
U. S. A.

THREE SIZES
30 inches, 32 inches and 34 inches

IT IS IN THE MAKE

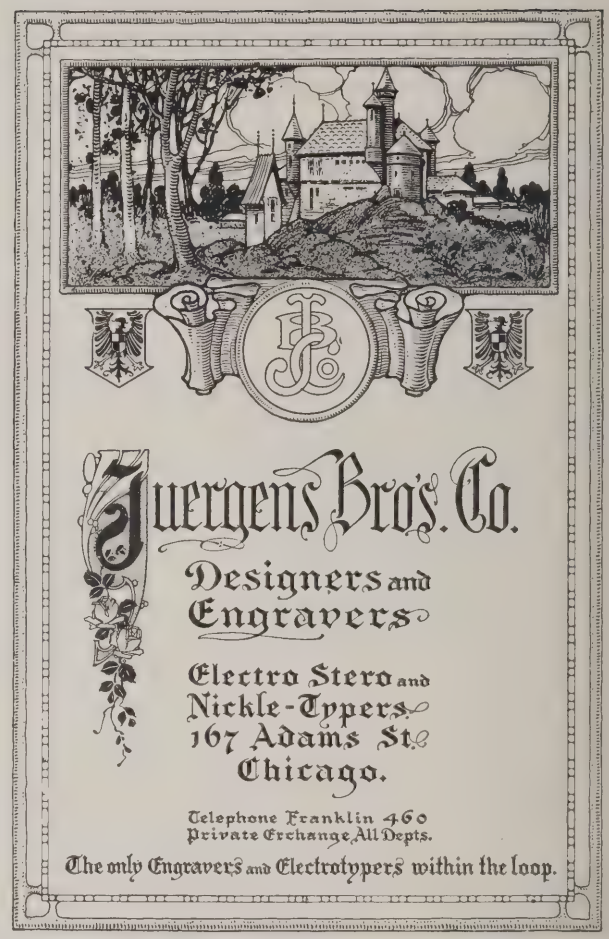
Over 1800

Printers and Binders
Use and Endorse

The Boston Wire Stitcher

American Type Founders Co.
General Selling Agent
U. S. A.

The new and useful Breton Condensed and Extra Condensed



Juergens Bro's. Co.
Designers and Engravers
Electro Stereo and Nickle-Typers
167 Adams St.
Chicago.
Telephone Franklin 460
Private Exchange, All Depts.
The only Engravers and Electrotypers within the loop.

Printing Press Bargains

Every Press Thoroughly Rebuilt from the Ground Up and Guaranteed to be in Good Working Order.

27x37 PROUTY COUNTRY—Two rollers, 7-col. newspaper press, hand or steam $340.00
36x51 BABCOCK STANDARD—Two rollers, rack and screw distribution, tapeless delivery, air springs, back-up motion, bevel gear bed motion, speed 1,200, base 11-9x5-6, 7-col. quarto $900.00
39x53 OPTIMUS—Two-revolution, four form rollers, table distribution, air springs, impression trip.$1,500.00
37x50 CAMPBELL—Two-revolution book and job press, four form rollers, table and vibrator distribution, front fly delivery, wire springs, impression trip, steam fixtures, counter, speed 1,500, base 9-4x5-6, 6-col. quarto $900.00
31x46 CAMPBELL COUNTRY—Table distribution, tape delivery, hand or steam power.....$425.00
32x48 HOE DRUM—Two rollers, rack and screw distribution $650.00
32x50 COTTRELL & BABCOCK DRUM—Two rollers, rack and screw distribution, tapeless delivery.$800.00
33x47 COTTRELL & SON DRUM—Two rollers, table distribution, tapeless rear delivery, air springs.$750.00
33x48 POTTER DRUM—Two form rollers, rack and screw, air springs $600.00
36x51 BABCOCK STANDARD—7 quarto $900.00

Send for complete list of rebuilt machinery. We have Job Presses, Cutters and Binders' Machinery also.

A. F. WANNER & COMPANY
Agents New Scott Drum Press
340-342 Dearborn St., CHICAGO

Megill's Patent Automatic Register Gauge

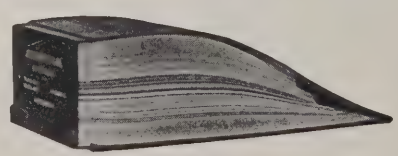
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York.

James White Paper Co.



TRADE MARK

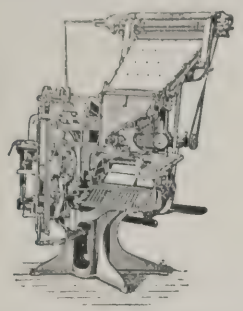
210 Monroe Street, Chicago

Cover and Book Papers

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

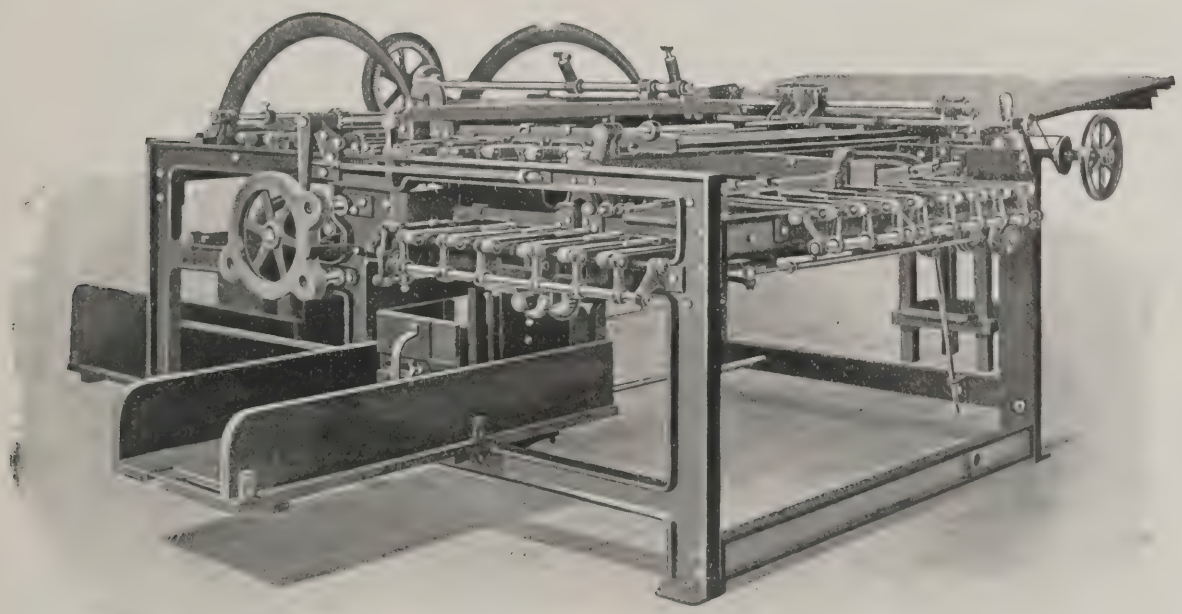
THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J

Progress Typewriter Supply Co., Ltd., London, England, European Agents

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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151-153 Kentucky Avenue

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719-721 Fourth St. South

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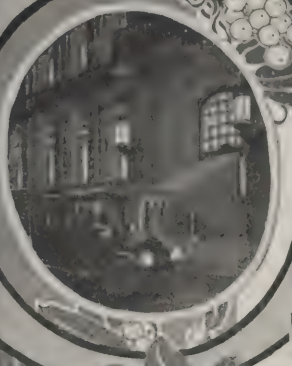


Our Line of FANCY STATIONERY

is selected with special reference to salability and exclusiveness. Our facilities for production at low cost are unexcelled. Obviously it is the best line for you to handle ..

Gift Papeteries, Dance Programs and Calendars

are especially recommended for Fall, Winter and Spring.

Inquire about our sample proposition.

J.W. Butler Paper Company Chicago

BUTLER·BRANDS PAPER THE BEST

Distributors of "Butler Brands"

Standard Paper Company, Milwaukee, Wisconsin
Benedict Paper Company, Kansas City, Missouri
Southwestern Paper Company, Dallas, Texas
Southwestern Paper Company, Houston, Texas
Pacific Coast Paper Company, San Francisco, California
Sierra Paper Company, Los Angeles, California
Oakland Paper Company, Oakland, California
Central Michigan Paper Company, Grand Rapids, Michigan
Mutual Paper Company, Seattle, Washington
American Type Founders Company, Spokane, Washington
American Type Founders Company, Vancouver, British Columbia
Nat'l Paper & Type Company (Export Only) New York City
Nat'l Paper & Type Company, City of Mexico, Mexico
Nat'l Paper & Type Company, City of Monterey, Mexico
Nat'l Paper & Type Company, Havana, Cuba

ELECTROS FROM HALF-TONES

If your experience has been such as to lead you to believe it impossible to obtain electros from half-tones with a printing quality equal to the cuts, we want you to know that we are making electros from half-tones—every day—that are just as sharp and deep as the cuts, and that—the particular appliance that makes our quality of work possible was evolved by us. There is not another like it in the world. One order will satisfy you that our electros are fully equal in sharpness, depth, and printing quality to the forms or cuts sent us. Let us show you that the best electrotypes the world has ever seen are made by the

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 DEARBORN STREET
CHICAGO, ILL.

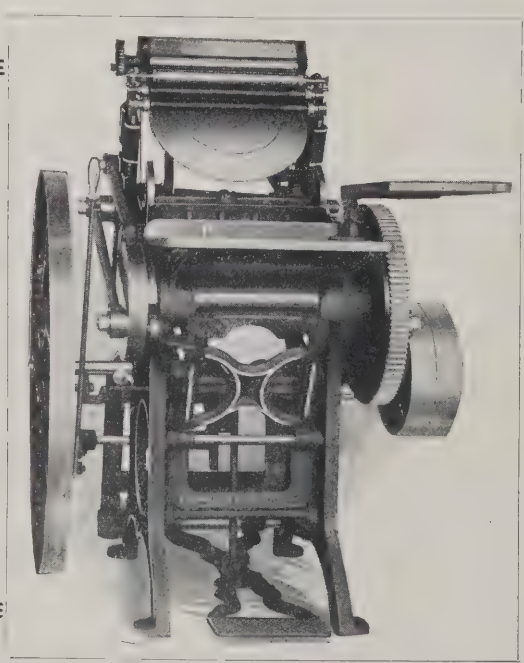
We also make designs, drawings, half-tones, zinc etchings wood and wax engravings, but—we do no printing

THE EVIDENCE IS YOURS FOR THE ASKING

JOB PRINTING PRESSES

35000 C. & P. Gordons

Made and Sold in Twenty-three Years!



This wonderful record of sales talks harder for Chandler & Price Presses than any advertisement ever could. It stands as a monument to their value and their popularity. It is even more amazing when you consider that not one of the Chandler & Price Gordons has ever been returned to the factory as defective either in material or workmanship.

Points in which C. & P. Gordons Excel:

Perfection of Design
Simplicity of Construction
Quality of Material
Accuracy of Finish
Strength of Every Part
Rigidity of Impression
Reliability of Throw-off
Noiselessness of Disc Motion
Long Dwell of Platen
Vibrating Riding Roller
Excellence of Distribution
Ease of Operation
Low Cost of Maintenance
Interchangeability of Parts
Can be Run as Fast as they can be Fed
Built in Six Sizes

WRITE for COMPLETE PARTICULARS

CHANDLER & PRICE CO. CLEVELAND, OHIO U. S. A.

4th Announcement

The Unitype

To the Out-of-Town Publisher:—

The UNITYPE is a poor man's proposition; it is for the man who finds it hard to make money.

There are many tools the wealthy printer can afford to use that would drag the one under water who must carefully count his dollars.

No publisher of modest means can afford wastes; he must work without them, or his income vanishes.

We took up the UNITYPE first and foremost because it gets down to the dead hard bed-rock of economical operation; because it is the only composing machine in existence that works without wastes.

When we saw that it could be run at a profit where any other machine would be losing money for its owner, our decision was instant; we knew that a large field awaited the UNITYPE. Therefore we were able to give the pledge, which the machine has since made good, that it can make dollars in places that are too barren to support the wastes which necessarily must accompany the casting of slugs. It can earn a profit where a hot-metal machine cannot make the price of the gas it uses to melt its metal.

Therefore we say the UNITYPE is a poor man's proposition, and is put out on substantially a profit-sharing basis. It goes into a low-wage office and divides the slice it cuts from the pay-roll between the publisher and ourselves. The publisher thus gets his machine for nothing, and a weekly profit besides.

Even for the wealthy man, the man who can afford wastes but prefers to save the money they cost and put it legitimately into strengthening his business, the UNITYPE is undeniably the best investment to be made in composing machines.

Were it not easily able to under-save the slug caster we should not now be selling it. Write us.

Wood & Nathan Company

Number 1 Madison Avenue

NEW YORK CITY

The Degradation of an Art

He who is familiar with the books printed so beautifully in years past by the great house of Blank & Brothers, or Blank & Company, feels shivers run down to the extremity of his spinal column at the wretched typography, imperfect characters, crooked lines, soft paper and blurred presswork resulting from the use of inferior casting machine type.

Some one in the publisher's office figures out a saving of $200 on a book by setting it on casting machines. He has no artistic sense, would not know the difference between a beautifully printed work and a bargain house catalogue, but $200 can be saved (?) in the composition of a book, of which the edition might be 10,000, 50,000 or 100,000.

To offset $200 are the delays and expenses of preparing the forms for electrotyping and expensive "make-readies," while if printed direct from such inferior type there would be the constant expense for replacing broken and badly defaced letters, and the increased cost of paper necessary to print the same number of words, and above and beyond all the soft and inferior paper necessary to use to hide the glaring defects of imperfect type; but the $200 has been saved (?), and a thousand dollars—often much more—wasted and quality and character lost.

What would the master printer of the past think of the books printed today? What will the master printer of the future think of the books printed today?

American Type Founders Company

Set in Century Oldstyle

The Tide Has Turned

We recently supplied 6,000 pounds of type to a very important book printer who has been using casting machines, and has awakened to the imperfection of his work compared with that of a few years previous.

We are now casting 22,000 pounds for one of the largest book publishers in the United States. This house rejected book after book produced by casting machine methods by printers who had "thrown out founders type," and has at last been compelled, through love of the art and fine printing, and actual saving in expense, to decide that in future its books must be produced from type founders type.

If it is true that "the cheap coat makes the cheap man," then cheap typography surely makes the cheap printer.

In these days when printers are striving for better profits, they can only secure them by better printing—not by poorer printing.

The composition is a small item in the cost of a book, but it is the foundation, and the printer or publisher who starts to cheapen at that end is like the builder who puts wooden foundations under concrete buildings.

Perfect type is the foundation of perfect printing.

American Type Founders Company

Set in Century Oldstyle and Italic

Century Oldstyle

An Oldstyle Without a Hairline

18 Point — 10 A $1 50 20 a $1 75 $3 25

To select the greatest men in the history of America is almost as hard as standing in a grove of the great trees of California and trying to make out which seems nearest the sky; for the great freedom of opportunity and individuality that is so prevalent in American life *has produced many notable men*

6 Point — 23 A $0 90 46 a $1 10 $2 00

To SELECT the greatest men in the history of America is quite as hard as standing in a grove of the gigantic trees of California and trying to make out which appears nearest the sky; for the remarkable freedom and splendid opportunity which is so prevalent in American life has produced a number of notable men, famous during their lifetime, whose principles and standard of life have been taken up by later generations and whose influence has spread out upon the nations. The inventor of a horse reaper or of an air-tight cooking stove, the harnesser of electric power and the organizer of the great railroad systems has a profound effect upon the comfort of millions, and yet may actually contribute a great deal less to the permanent thought of his land than did Noah Webster with his spelling book, the founder of a metropolitan newspaper or the publisher of a woman's journal. Men who are most in peoples *mouths during their lifetime are in the majority*

10 Point — 17 A $1 15 35 a $1 35 $2 50

To SELECT the greatest men in American history is quite as hard as standing in a grove of the great trees of California and trying to make out which appears nearest the sky; for the remarkable freedom and splendid opportunity which is so prevalent in American life has produced a great many notable men, famous during their lifetime, whose principles and standard of life have been taken up by later generations and whose influence has spread out upon the nations. The inventor of a horse reaper or of an air-tight cooking stove, the harnesser *of electric power and the organizer of great*

12 Point — 17 A $1 30 32 a $1 45 $2 75

To SELECT the greatest men in American history is quite as hard as standing in a grove of the great trees of California and trying to make out which appears nearest the sky; for the remarkable freedom and splendid opportunity that is so prevalent in American life has produced a great many notable men, famous during their lifetime, whose principles and standard of life have been taken up by later generations and *whose influence has spread out upon the*

8 Point — 21 A $1 05 42 a $1 20 $2 25

To SELECT the greatest men in American history is quite as hard as standing in a grove of the gigantic trees of California and trying to make out which appears nearest the sky; for the remarkable freedom and splendid opportunity that is so prevalent in American life has produced a great many notable men, famous during their own lifetime, whose principles and standard of life have been taken up by later generations and whose influence has extended out upon the nations. The inventor of a horse reaper or of an air-tight cooking stove, the harnesser of electric power and the *organizer of great railroad systems has a*

14 Point — 14 A $1 40 26 a $1 60 $3 00

To SELECT the greatest men in the history of America is quite as hard as standing in a grove of the great trees of California and trying to make out which appears nearest the sky; for the remarkable freedom and splendid opportunity which is so prevalent in American life has produced a great many notable men, famous during their lifetime, whose principles and standard of life have been taken up by later generations and *whose influence has spread out upon the*

American Type Founders Company

For complete showing see Supplement to the American Line Type Book

Century Oldstyle

An Oldstyle Without a Hair Line

Century Oldstyle is the newest and by far the best oldstyle ever designed, and the early showing has indicated that it will be enormously popular, as we have several machines continually engaged in casting live orders. We are just completing the Italic.

We prophesy that Century Oldstyle will have the largest sale of any oldstyle ever designed. It has both strength and grace and is devoid of hair lines. The matrices being cut on the Benton Matrix Cutting Machine with absolute accuracy, the faces will wear with perfect uniformity, which is impossible with faces cut by hand.

It is completed in sizes from 6 to 72 point, with Italic now being completed of the corresponding sizes. A few specimen lines of Italic are shown herewith.

In our opinion it will replace in many of the big book offices the oldstyles heretofore used. Send in your order now.

Century Oldstyle Italic

18 Point 9 A $1 60 20 a $1 70 $3 30

PRINTERS SENDING TYPE
Furnish many exclusive designs
together with very popular sizes

14 Point 14 A $1 40 29 a $1 60 $3 00

MENTION ENORMOUS RECORDS
Many compositors must hunt for sorts,
spending more actual time in searching

12 Point 17 A $1 40 32 a $1 35 $2 75

MODERN BUILDINGS BEING ERECTED
A small investment in Weight Fonts will fill
your cases to overflowing with $1234567890

10 Point 18 A $1 25 35 a $1 25 $2 50

RETURNS NOTED PLENTIFUL
More attention given to the composing room in the matter of material and all appliances necessary will greatly alter the strained condition of many offices

8 Point 20 A $1 10 42 a $1 15 $2 25

COMPLETE PRINTSHOP EQUIPMENTS
There seems to be a common belief among master printers that their composing rooms do not, and can not be made to pay a profit. This question has been brought before my attention so often, through

6 Point 23 A $0 95 45 a $1 05 $2 00

SUPERINTENDING WONDERFUL INDUSTRIES
From careful observation extending over twenty years or more, I have been thoroughly impressed with the utter lack of system not only countenanced, but encouraged, in the composing room, and it is absolutely safe to say that this demoralizing system predominates in the $1234567890

American Type Founders Company

HIGH GRADE PRINTING INKS FOR EVERY KNOWN PURPOSE

INKEEZE
LIQUID TINT BASE
GLOSS VARNISH
ETC. ETC.

MANUFACTURED BY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI
CHICAGO PHILADELPHIA BOSTON
KANSAS CITY MINNEAPOLIS

ESTABLISHED 1860

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, CHICAGO, PHILADELPHIA, BOSTON, KANSAS CITY, MINNEAPOLIS

COMMERCIAL RED—No. 5479

AN EXCEPTIONALLY GOOD-WORKING, GENERAL-PURPOSE JOB RED

MAKERS OF

HIGH GRADE PRINTING INKS

THE

Queen City Printing Ink Co.

CINCINNATI

CHICAGO BOSTON PHILADELPHIA

KANSAS CITY MINNEAPOLIS

QUEEN CITY INKS ARE ALWAYS APPRECIATED

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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195-207 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

MINNEAPOLIS
719-721 Fourth St. South

MILWAUKEE
135 Michigan Street

DALLAS
675 Elm Street

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The driving motion is the vital point.

The simple directness of a short shaft, with a driving pulley on one end and a star gear on the other, is all there is of the Optimus driving motion. A device of balls and sockets, made a part of the shaft, permits one end of the shaft to be deflected, so that in one direction it drives the bed above the rack and is below it at the other. Nothing else can be as simple or have fewer parts; nor can anything else give the advantage of driving bed in both directions from the same point.

This simplicity gives splendid precision in action, so that runs of a million from one set of plates are possible; it gives fast and quiet operation with easy reverse; positive register between bed and cylinder; long continued use without delays or expense. We have records of large machines at hard work for more than ten years that have cost the owners nothing whatever in repairs or delay.

Competition has sought less direct and more complex contrivances, which are constantly changed. Some of these, widely exploited awhile ago, have been cast aside for something else that offers no assurance of permanence. Why are they changed, and why did one of the loudest voiced get out of the market entirely?

In only the Optimus driving motion has there been stability, and only here can it be expected. This mechanism is a perfect motion containing the basic principle for best driving a reciprocating bed. It is the only correct and wholly satisfactory device for the purpose. Since its adoption it has not been necessary to change it. Not a single user has complained of it. Examined after years of hard use no ball and socket motion has shown appreciable wear, nor has it cost one user one cent.

The Babcock Optimus

SET IN OLD ROMAN BOLD

Press-room Activity

means profits to you. Idle presses spell ***loss.*** The wheels have got to go 'round and 'round in order to earn dividends on your investment. We understand your requirements, and are organized to meet them.

The Barnes-Crosby Company

invites printers to make use of their organization of designers, artists, illustrators and engravers (300 of 'em) in the preparation and execution of illustrations and engravings. Zinc etching, half tones, color plates in two or more colors, electrotypes, wood cuts, etc., delivered to you ***mechanically perfect—on time.*** The kind of cuts that save time and trouble in the make-ready and printing.

We have recently installed a method of direct color photography—as different from all previous methods as day is from night—whereby we guarantee perfect reproductions and quicker delivery than ever. Three or four color process plates are sold outright and become the property of the purchaser. Progressive proofs are furnished with all color plates showing the plates printed in their consecutive order, with the names and numbers of the inks used. Your pressman needs but to follow them, nothing is left to his imagination.

Day and Night Service

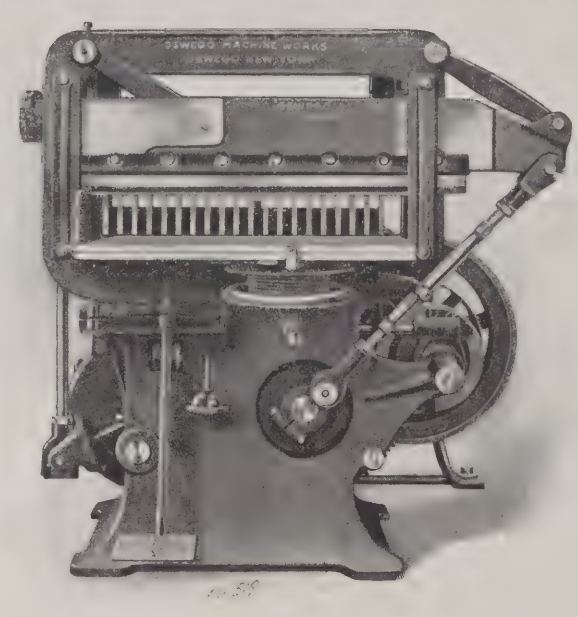
Barnes-Crosby Company
E. W. HOUSER, President

Artists :: Engravers :: Illustrators :: **(Not Printers)**

215 Madison Street, Chicago

Branch Offices in Fifteen Principal Cities.

THE HIGH SPEED OSWEGO AUTOMATIC CLAMP



Making 27 cuts a minute, is another one of the BROWN & CARVER line that has a *RELIABLE* clamp, and cuts fast and accurately.

This pictures *ONLY ONE* of the NINETY sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-Made cutter, from the little 16" OSWEGO Bench cutter up to the largest 7-ton BROWN & CARVER Automatic Clamp cutter, has at least three points of excellence on OSWEGO cutters only.

A new book, No. 8, 1909, containing valuable suggestions derived from over a third of a century's experience *MAKING CUTTING MACHINES EXCLUSIVELY*, is mailed on request.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

MAIN OFFICE AND WORKS, OSWEGO, N. Y.

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS, Mgr.

CHICAGO BRANCH: 347 Dearborn Street
J. M. IVES, Mgr.

IMPORTANT and of BUSINESS INTEREST to PRINTERS and PUBLISHERS

WE call your attention to our electrotypes made by our NEW PATENTED LEAD MOULDING PROCESS which represents the latest and best method of duplicating halftone engravings to print in one or more colors.

They print like originals and assure perfect register.

For the past thirty years we have furnished steel-face electrotypes for work where a large number of prints were to be made. Our New Lead Moulding Process enables us to make steel and nickel deposits direct on to the lead mould, which assures the most perfect and durable printing plate from which unlimited long runs can be printed without showing much wear.

Send us a trial order and be convinced.

F. A. RINGLER CO.

ESTABLISHED 1871

DESIGNERS, ENGRAVERS, ELECTROTYPERS, NICKELTYPERS,
STEELTYPERS, PHOTO-GRAVURES, ARTOTYPES

21-23 Barclay Street, to 26-28 Park Place
NEW YORK

From NEWS DRUM to "SPEED KING" ROTARY

No matter what your requirements are, you are doing yourself an injustice if you fail to get full information about

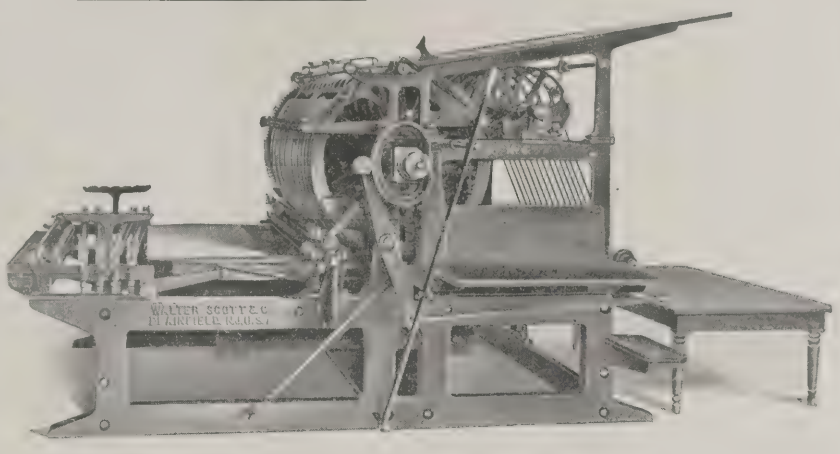
SCOTT PRESSES

They are built in many different styles to properly and economically fill various demands. Below are illustrated two extremes. If your paper is too big for the first or too small for the last, we have several intermediate styles, one of which will suit YOU. We also make bigger presses—in fact, we have the only complete line.

SCOTT CLASS C. T.

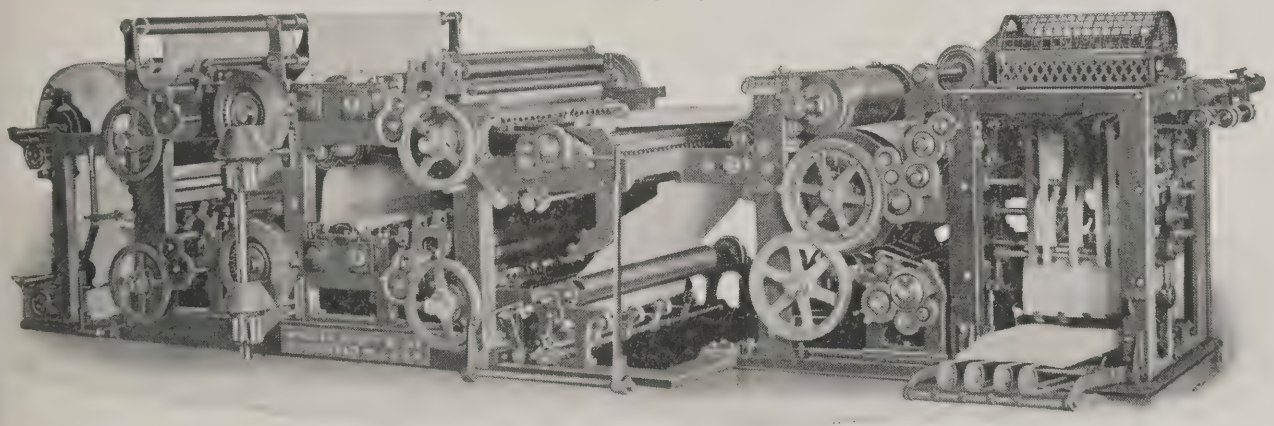
This is the latest improved machine especially designed for the requirements of the newspaper office in smaller towns. It is so accurately constructed and of such excellent design that it is also used by job printers for the economical production of ordinary job work.

This press is the finest machine of its kind that it is possible to build at any price, and it has become so popular that orders for a large number of these presses have been received, although the first machine was only shipped in January of this year. Send for descriptive matter and price.



SCOTT CLASS XX. The Latest—The Best.

Enormous speed attained from fewest plates, without increasing number of cylinders, surface speed of webs or number of paper rolls, and using regular semi-circular plates.



There is no machine ever offered the publisher that combines so many advantages and at the same time has no drawbacks. It is made in many sizes. The press illustrated feeds from 2 two-page-wide rolls of paper, has 4 plate and 4 impression cylinders, 4 ink fountains and distributing apparatus, and a single rotary folder, and it will easily produce 24,000 per hour of 4, 6, 8, 10, 12 and 16 pages from practically a single set of regular semi-circular plates—all pages inset.

THIS PRESS HAS NO EQUAL IN THE WORLD—INVESTIGATE IT.

TELL US YOUR REQUIREMENTS—WE HAVE THE PRESS

WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

NEW YORK: 41 Park Row

CHICAGO: Monadnock Block

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: **WALTSCOTT, NEW YORK.** CODES USED: A B C 5th EDITION and OUR OWN.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE AS A FACTOR IN COST REDUCTION

Thousands of the largest and best printing concerns throughout the country are wrestling with the cost problem in an effort to ascertain correct selling prices which will leave a satisfactory margin of profit.

The ascertaining of actual cost under existing conditions is not the whole problem by any means, and the printing-office proprietor who stops at that point will soon find himself far behind in the race. There is always the question of *reducing* the cost of production, and here waste prevention enters as a large item. There is waste in material as well as waste in labor, and waste in labor is largely influenced by a corresponding waste in floor space.

By economizing floor space, the rent or interest cost is lowered, and by having all material conveniently and compactly arranged at the hand of the workman, much useless traveling about the office is avoided. This has reference to lost motion by hand and by foot, and the countless movements of workmen in the course of a year, when reduced by a small percentage, have a direct influence on the profits.

When it is possible to reduce the floor space fifty per cent in offices not equipped with modernized furniture, and a corresponding saving of from ten per cent to twenty-five per cent in labor, a great reduction in the cost of the output will be at once apparent.

That such saving can be accomplished has been abundantly proved, all of which is explained in "Composing-room Economy," a copy of which will be sent to any interested printing-office proprietor.

The testimonial letters from the best-known and representative printing concerns throughout the United States prove conclusively that such savings can and have been made.

We are continually re-equipping composing-rooms throughout the country, and this movement, now well started, will eventually cover the entire field, and those who are slow to take advantage of our offer to modernize their composing-rooms will be the last to secure the additional profits which are made possible with modernized composing-room equipment.

All our furniture is completely illustrated and described in our new catalogue and supplements. If you haven't copies, write us, or apply through your dealer.

If you are interested in this vital question, fill out the attached coupon and return it without obligation on your part. We stand ready to prove our claims, and we must prove them in order to secure your order.

Results accomplished in the great plant of the Ketterlinus Litho. Mfg. Co., Philadelphia

THE HAMILTON MFG. CO., Two Rivers, Wis.:
Gentlemen,—We use Hamilton goods exclusively because they save us money. Buying only the best for our office, every exacting demand is fully met in the originality, varied manufacture, diversity of use and durability of Hamilton goods. Some of the later imposing-stone models are perfection for convenience and labor economy.
Very truly,, *KETTERLINUS LITHO. MFG. CO.,*
Per Geo. L. Dunkelberger.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

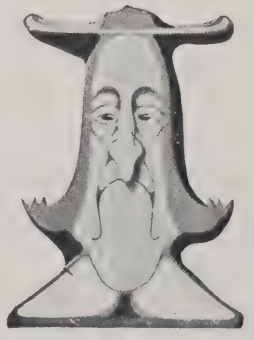
Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.



There is a Definite Line Between Good & Bad Cuts

¶ It is'nt always *price.*

¶ It generally *is* the experience and equipment of the Engraver.

¶ We have a large staff of first class *Artists & Designers* and a thoroughly equipped modern plant.

¶ We can promptly satisfy every need in Engravings for any **commercial Advertising or Catalogue** requirements

Send for samples.

Mentioning this publication.

—ESTABLISHED 1889—

GATCHEL & MANNING

Designers & Engravers

of plates for printing
in one or more colors.

PHILADELPHIA

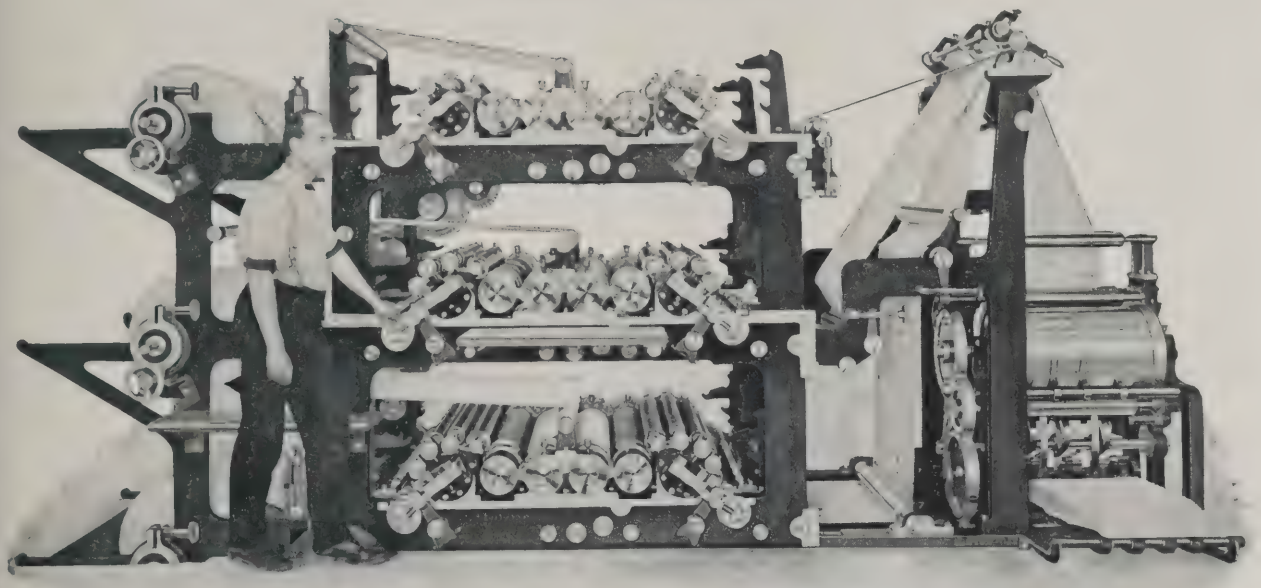
Engravings for the Off-Set Press

We have a complete department for producing the PRACTICAL printing plates required for the "offset" press—That's up-to-date! Isn't it?

The Duplex Single-Plate Rotary

Built in 8, 12, 16 and 20-page sizes.
The smaller sizes may be readily increased by 4-page sections at any time.
Will print any even number of pages up to full capacity of press, at full speed.

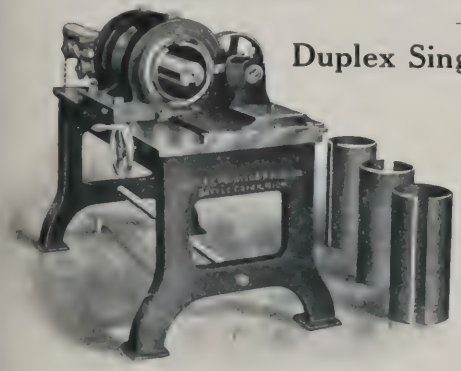
All Straight Run and Book Fold
No Collecting! No Tapes! No Trouble!
GREAT SPEED!



The first one of these presses was installed in the pressroom of the Kalamazoo,(Mich.) Daily Press in February of this year(1909). Four others are now in successful operation The following is a list of sales already made:

Kalamazoo, Mich., Press	Burlington, Vt., News	Rock Island, Ill Argus
New York, Bolletino della Sera	Rockford, Ill., Republic	Oklahoma City, Okla., News
Cedar Rapids, Ia., Gazette	Lansing, Mich., Journal	New York, N. Y., Bronx News
Santiago, Chili, S. A.	Columbia, S C. Record	Charlotte, N. C. News
Lansing, Mich., State Republican		San Angelo, Tex., Standard

Four of these machines were sold without solicitation and without advertising, before the first one was completed.



Shaving Machine

Duplex Single-Plate 16-pp. Rotary Press as Compared with Others

OTHER MAKES				DUPLEX SINGLE-PLATE ROTARY			
No Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required		No. Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required	
8	16	880	*Speed claimed 20,000 per hour, practically 16,000*	8	8	324	*All at Full Speed, 20,000 per hour, may be run at 25,000 if desired All with book fold and without collecting.*
10	12	660	*All at half speed; claimed 10,000 per hour, practically 8,000.*	10	10	405	
12	16	880		12	12	486	
16	16	880		14	14	567	
				16	16	648	

The Duplex is the only practical 16-pp. press that can print 14 pp., the only 20-pp. press that can print either 14 or 18 pp. and the only 16- or 20-pp. press that can print more than half its maximum number of pages at more than half speed.

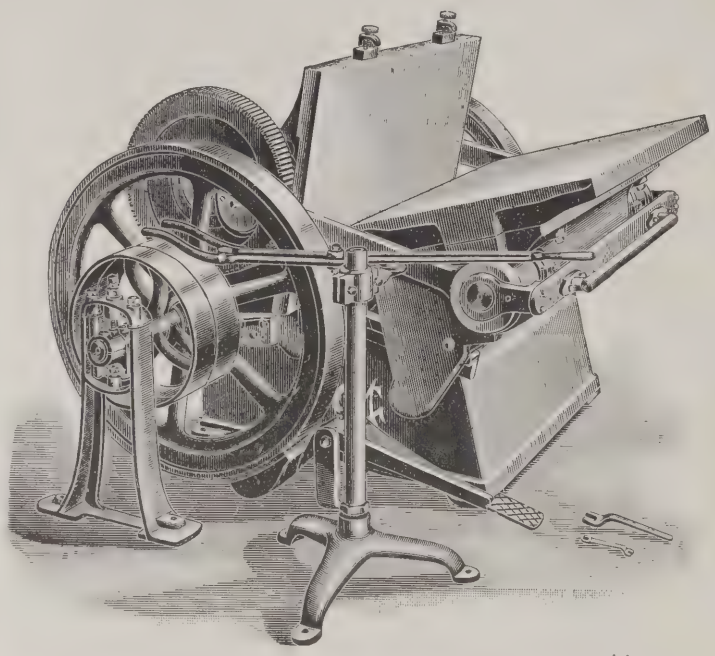
SEND FOR DETAILED INFORMATION

Duplex Printing Press Company, Battle Creek, Mich., U.S.A.

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

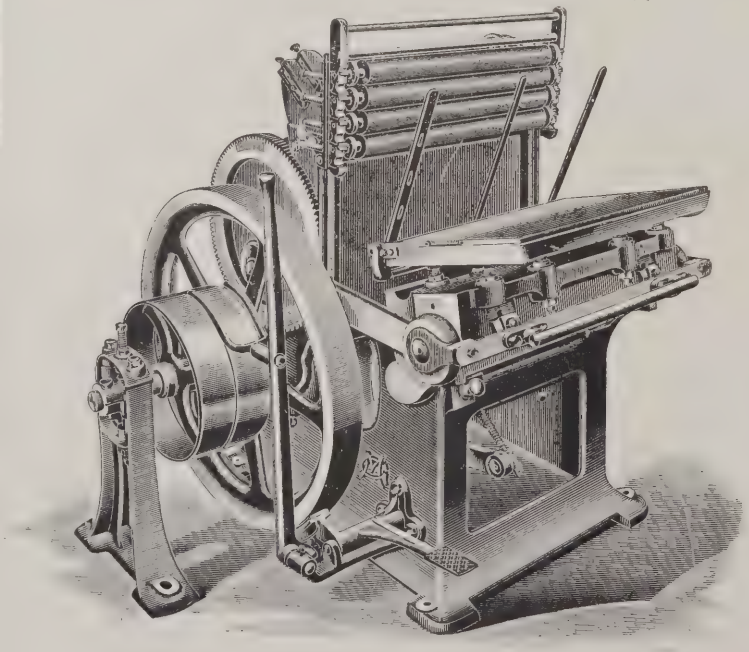
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Qunrto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	**"**	**"**
Half Super Royal	**14 x 22**	**"**	**"**
Super Royal No. 4	**17 x 25**	**"**	**"**
Embosser No. 1,	**21¼ x 22**	**"**	**"**
Embosser No. 2,	**24 x 26**	**"**	**"**
Stamper No. 3,	**24 x 26**	**"**	**"**

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

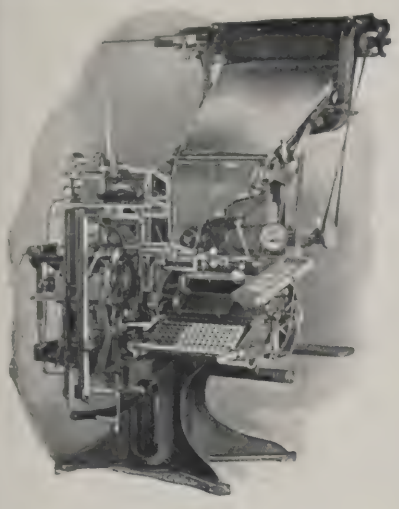
TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.



Quick Change, Model 5, $3150

OUR YEAR

Is one of the Signs of the Times.

It closed Sept. 30, 1909.

Two-Letter Junior, $1500

It was a good year for us. To be that it must have been a good year for Publishers and Printers

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Our NET orders covered

1062

STANDARD LINOTYPES

An average of more than three machines a day for every working day in the year

274

JUNIOR LINOTYPES

An average of nearly twenty-three machines a month for the entire year

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It has also been an *Epoch Making Year* in machine composition, for it is now possible to *Compose* and *Cast* from 5 to 36 point on the

LINOTYPE

No other composing machine can set above 14 point

"THE LINOTYPE WAY **IS** THE ONLY WAY"

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO 521 Wabash Ave.
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SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
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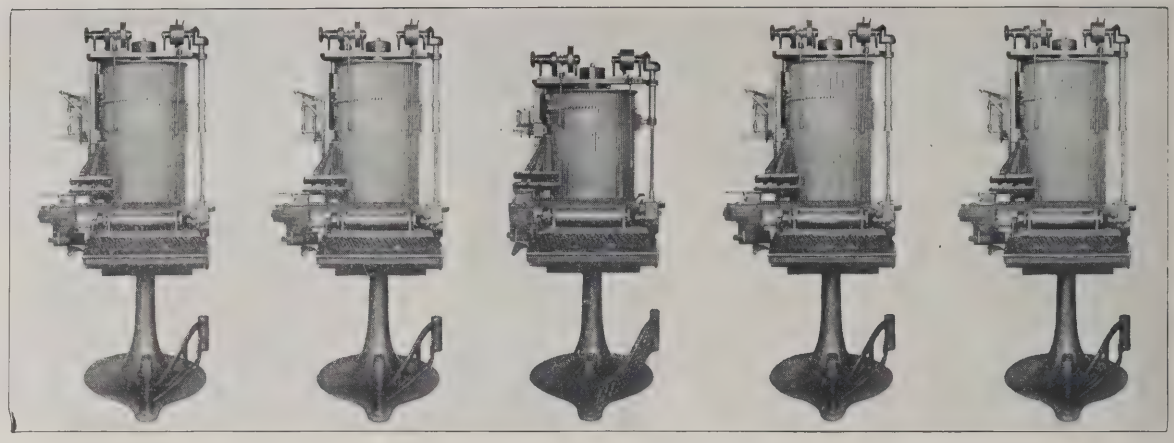
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.

HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
ST. PETERSBURG: Leopold Heller

Used Simplex Machines For Sale



8-point Adjustable	10-point Adjustable	8-point, 13 ems	10-point Adjustable	12-point Adjustable
Factory No. 1177	Factory No. 1509	Factory No. 943	Factory No. 1385	Factory No. 1495
$200	$200	$150	$200	$200

The above Simplex Typesetting Machines have been used, but are in good order. They are practically the same kind of machines (except the shape of the base) that are now advertised as UNITYPES.

Please note factory number and price under each cut. First come, first served.

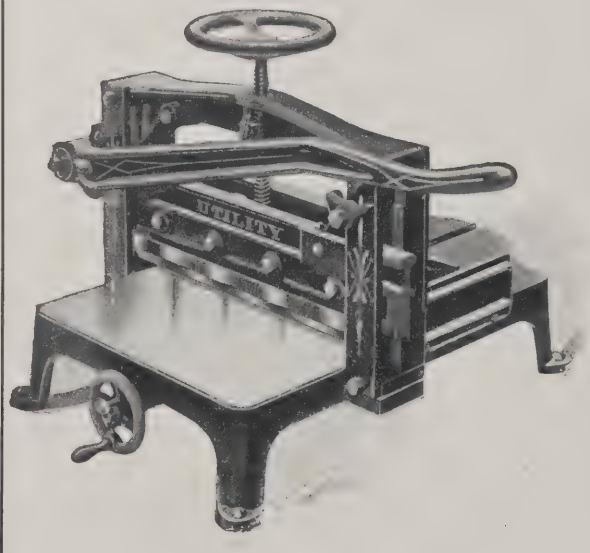
GUTENBERG MACHINE COMPANY

WILL S. MENAMIN, Pres. and Gen. Manager.

545-547-549 Wabash Ave., CHICAGO, ILL.

UTILITY

The BEST Small Paper Cutter



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Pavyer Printing Machine Works

600-602-604 South Broadway

ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

Eighteen Hundred Sixty Nine from Nineteen Hundred Nine leaves

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years that we have made Printers' Rollers

Practical Men and Methods

The Buckie Printers' Roller Co.

FACTORIES:

CHICAGO ST. PAUL DETROIT

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba — St. Louis, San Francisco, Buenos Aires, S. A. — London, Eng.

EVERY PRINTER

IS THINKING OF

"THE OFFSET PRESS"

This Page is Lithographed on an Offset Press

With the "AULT & WIBORG CO." Offset Black

OUR TRADE MARK

TRANSFERRED FROM ELECTROTYPE TO ZINC

The Ault and Wiborg Co.

We furnish complete outfit (except press) including Stones - Rubber Blankets and All the materials required by offset process.

WRITE FOR CATALOGUE & SPECIMENS TODAY.

Manufacturers of

LETTERPRESS and LITHOGRAPHIC

Printing Inks

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-seven | Chicago, November, 1909 | Number Eleven

FIRST INTERNATIONAL COST CONGRESS OF EMPLOYING PRINTERS

NO more important convention of printers was ever held in America than the one that assembled at the Auditorium Hotel, Chicago, beginning Monday, October 18th.

Delegates were present from the leading printers' organizations—men who have made a special study of cost accounting as applied to printing. Owners and representatives of leading printing establishments from Montreal, Boston, New York, Philadelphia and other cities on the Atlantic Coast, to Winnepeg, Tacoma, San Francisco and other western points and intervening cities, North and South, joined in the deliberations and discussions.

W. J. Hartman, President of the Ben Franklin Club of Chicago, was chosen chairman and opened the convention with a statement of the objects had in view, in calling the printers together for deliberation on the one important subject, that above all others had vexed employing printers—the cost of production.

One of the first and most satisfactory papers presented was on the topic, "What a Cost System Has Done for Minneapolis," by Gilbert L Byron of that city. Results from experience had proved the value of a Cost System. The great trouble has been from the giving of unprofitable prices through a prevailing ignorance that has occasioned a price cutting that it is impossible to meet or to provide against.

When printers are able to ascertain and to show cost the main difficulties as to securing reasonable prices are removed. Business men are willing to pay cost with reasonable margins of profit to the printer, but the trouble has been that there has been no way but to accept the lowest price received in competitive bidding as the right one. He believed it was often wise, where any question was raised, to show customers the items of cost and when this could be done clearly, correctly and convincingly, the work would be secured. The results in Minneapolis, while somewhat surprising to many, had been entirely satisfactory.

F. I. Ellick of Omaha, formerly Secretary of the Ben Franklin Club of Chicago, and who is especially well informed as to the work covered by his topic, gave a most instructive paper on "Installation of Cost Systems." The first thing is the understanding that there is an exact cost to be ascertained, then the showing of how and the value of such knowledge.

Herbert Johnson of Chicago, illustrated the value of "Practical Systems of Cost Finding for Small Offices." He showed that no less than the larger establishments, the smaller offices were benefited by methods of knowing the cost. It is the only sure way to profit and growth.

"Cost of Handling Paper" was most informingly presented by A. W. Finlay of Boston. He convincingly demonstrated that there should be a charge of at least ten per cent added to the purchase price of all paper, to cover the cost of handling, storage, and this, too, even if the paper were furnished by the customer. A leading printer of Indianapolis thought that where stock had to be purchased in bulk and held against the time of use, as was the case in many offices in the West, a charge of fifteen per cent should be made and had practiced charging even more when stock was furnished by customers, to cover risks, storage, etc.

"Depreciation" was a topic ably handled by Mr. H. P. Porter of Boston and his conclusions as to charges to be made therefor, of 15 per cent on presses and 33 1-3 per cent on type, etc., were subsequently included in the findings of the Cost Committee, printed further along in this report. This paper lead to a considerable discussion. Mr. T. E. Donnelly thought that the depreciation of presses should be charged by the hour. A press costing three thousand dollars, on the basis of the life of the press being fifteen years, would require a charge of 12½ cents per hour or $1.00 a day, against the different jobs, to make good for the wear of the press. A question was raised as to the wisdom of charging off depreciation against machinery as the value would be, in this way, wiped out and would cause trouble in the adjustment of insurance. It certainly is an arbitrary method and inaccurate as some presses will live much longer than others. The whole trouble can be obviated by simply ascertaining the average deterioration and then charging against the work by the hour, the right per cent, as recommended by the committee for replacement of worn out material or machinery It is a legitimate charge of cost of the work but there is no invariable standard that justifies the charging off the value of each press or other articles.

"Distribution of Overhead Burdens" was ably treated by C. P. Cummings of Philadelphia, and was presented in a most practical manner, and as his conclusions were also included in the report of the Cost Committee, they need not be given here. The papers all elicited animated discussions

and enough of important truths were brought out to fill a book. The printers of America have reason to congratulate themselves that all these discussions were taken down in shorthand and, together with the papers and all the proceedings, will be published in full for the benefit of all who are interested.

Tuesday morning's session opened with the Auditorium crowded and the delegates displaying the tensest interest in every word pronounced.

FIRE INSURANCE FOR PRINTERS.

Mr. Alfred J. Ferris of Philadelphia, read a paper on "Fire Insurance." Mr. Ferris declared that the men in the printing business pay more money for fire insurance than those engaged in any other occupation. He spoke with the accurate knowledge gained by actual experience in connection with the conduct of the Graphic Arts Mutual Fire Insurance Co., a corporation organized in Philadelphia, which has had remarkable growth since its inception a little over a year ago.

Mr. Ferris was emphatic in the statement that the printing business has practically sustained "old line" companies. He showed clearly that 25 per cent of the cost of maintenance of Fire Insurance companies was in getting the business, and in the conduct of district offices. He spoke of the benefit to be derived by patronizing a company which had no expenses in securing business, and a minimum of cost in office or clerical and executive expense. Mr. Ferris was decidedly of the opinion that printers, like the lumbermen, could organize and conduct a Mutual Insurance Company, and save 25 per cent of the premiums now being paid. He asserted that the printer is the good natured customer who makes good all the insurance man's losses. The latter part of his address described the work of the Graphic Arts Mutual Fire Insurance Co., stating that the company had paid a dividend of 25 per cent to its policy holders, and had paid all fire losses sustained. He urged the importance of printers' keeping their offices in better condition and using all safeguards against fires and told them to "sweep up" and put waste paper in proper receptacles. The printers in the assembly were struck with the pertinency of the speakers' remarks and heartily applauded him.

Mr. Ferris was followed by Mr. Fell of Philadelphia, who is President of the United Typothetae of America, and thoroughly familiar with the Insurance Company referred to. Mr. Fell was given an enthusiastic ovation as he stepped to the platform. Mr. Fell declared that the printer is a "dirty house-keeper," and that the Insurance Companies charged the printer for being dirty. Mr. Fell advised the printers not to argue, or talk, but to buy a broom and clean up. He spoke to the effect that thousands of printers could secure a lower rate of insurance by burning oiled rags, adding water buckets, and by installing sprinkling systems. He described his experience in securing a reduction in rate from $2.01 per $100 to $1.60. He declared that the principal fault with the printing trade to day was the fact that printers do not take the time to look into the condition of their own business. He said that the installation of a sprinkling system would pay a handsome profit; that the entire cost would be paid for within two or three years by the saving in the payment of insurance premiums. Mr. Fell's parting word on this subject was, "If you want to keep dirty, you ought to pay for it." A general discussion followed which indicated that several of the leading printers have appreciated the importance of making improvements in order to reduce rates.

RELATION OF THE CREDIT MAN TO THE PRINTER.

Mr. F. Y. Norris of the J. W. Butler Paper Co., of Chicago, presented a most interesting paper on the "Relation of the Credit Man to the Printer." Mr. Norris opened up a new line of thought and startled his hearers to an appreciation of the importance of co-operation between the credit man and his customer. He indicated that the credit man must have some knowledge as to how well his customer has sold his product. He showed that the extension of credit seemed to be a necessity; that credit makes the transaction of business easier and enables the avoidance of errors. Mr. Norris pointed out that banks furnish little of their own capital, that they do business largely through the use of money deposited. The speaker was of the opinion that borrowing money of a bank was a good deal like taking strychnine for certain diseases—a good thing if taken with full knowledge of conditions but surely fatal, if taken without prudence. He indicated that it was reasonable for printers to ask a years' time to pay for a press, but that it was unreasonable to ask for the same term in paying for printing ink. He dwelt upon the value of discounting bills and asserted that the benefit to the printer was found, not only in the fact that money was saved, but in that it led to a study of costs and more careful management of business, which had a natural beneficial effect. Mr. Norris declared with fervor, that "no man has ever reached his full share of success until he discounts." He urged that the terms, which the printers should insist upon, in dealing with customers, should be thirty days at the longest, with no discounts, as the largest expense in the production of printing is the item of labor. Mr. Norris pleaded for a more cordial feeling of co-operation and friendship among printers and the credit men of supply houses. He was certain that the credit man could be of very great assistance to the printers in offering valuable advice.

In closing his remarks, he paid a tribute to printers as a class, declaring that, for honesty and integrity, they were without peers in any line of business. So great was the enthusiasm of the Convention over Mr. Norris' address that a unanimous vote of thanks was tendered him when he had finished. The address of Mr. Norris is printed in full elsewhere in this issue.

The morning session adjourned at about 12:00 o'clock and the conference resumed its deliberations at 2:30 P. M.

HISTORY OF PRICE MAKING ORGANIZATIONS.

Mr. Charles Paulus of New York City read a paper on the subject of "History of Price Making Organizations." He showed that the first agitation for making prices was in 1730, when Ben Franklin accused a competitor of "questionable practices." Mr. Paulus read a code of ethics which had been adopted by the New York Board of Trade one hundred and fifty years ago. One clause defining the purpose of the Association of Printers and Publishers was to "promote social fellowship and encourage fair prices." According to a price list issued in 1865 in Philadelphia, when work days ran from ten to twelve hours in length, book composition was reckoned at ninety-five cents per hour, job composition seventy-five cents per hour, extra work $1.00 per hour. The printers in early days had the same difficulties, experienced by their descendents in securing right prices. Mr. Paulus had words of praise for Theo. L. Devinne of New York who was one of the earliest exponents of the "get-to-gether" idea and told of his experience in connection with the Printer's Board of Trade in New York, in getting information from the printers of the Metropolis. He said that, when he asked for information by letter, many of the printers, in answering, were frank in acknowledging that they had no cost system, and, therefore, were entirely incapable of furnishing him with the desired knowledge. In closing his address Mr. Paulus praised the Board of Trade system of finding costs, and declared that

BANQUET FIRST INTERNATIONAL COST CONGRESS OF EMPLOYING PRINTERS, AUDITORIUM HOTEL, CHICAGO, OCTOBER 20, 1909

this system obtained accurate results and was most economical in operation. A brief discussion followed.

OUR RELATIONS WITH THE SUPPLY MAN.

Seneca C. Beach of Portland, Oregon, addressed the Convention on the subject of "Our Relations With the Supply Man." Mr. Beach's remarks aroused great interest and started a discussion which surcharged the air with excitement. In his introductory remarks, Mr. Beach declared that the International Cost Congress was the beginning of the end of the printer's troubles. He was confident that the result would be the elevation of the craft. He pointed out that the bone and sinew and blood, of the trade in America was represented by the delegates. He was emphatic in his assertions and opinions, and offered thoughts which struck his auditors with no uncertain effect. He urged that the printer should think better of himself and of his trade.

In considering the subject upon which he had been asked to speak, "Our Relation with the Supply Man," Mr. Beach said that he had a quarrel with the system now followed by the supply houses. He pointed out that the art of printing had made prodigious strides, but the business management had not kept pace but that in all other lines the advance in this direction had been great. He declared that ninety per cent of the printers failed and said that the printer suffers from an acute handicap, viz.—"That of being forever in the supply man's debt." He asserted that the terms of the supply man were always the same and illustrated his point by telling how a man of his acquaintance, with no business experience whatever, had been able to secure $2,900.00 worth of material, by a cash payment of $500.00, and that the freight alone on the material cost the supply company $175.00. Mr. Beach declared that no protection was ever given to established printers,—that many of the supply houses would lend their capital to whom-so-ever came. The speaker said that he had a record of a plant that broke twenty-one men. He said that the result was that prices were cut and trade taken away from legitimate printers. Mr. Beach urged that an effort should be made to drive the supply man "out of the banking business." The method advocated was, that the trade should be withdrawn from the supply house which failed to protect the established offices, and encouraged amateurs. It was his opinion that each city had only so much business to be done, and that an advance, or decrease, in prices would make no material difference in the total amount ordered. He declared that newer and better conditions could be brought about in each city by the better class of offices.

A representative of the Latham Machinery Company spoke in reply to Mr. Beach's arguments, and was not contradicted in the statement that most of the men in the printing business today owed their existence to the generosity of the supply houses in extending credit. He told of one man who had saved $250,000.00 who always bought supplies on time. Lively discussion followed.

Mr. Schraubstadter of the Inland Type Foundry, St. Louis, was of the opinion that supply men were at fault and that some protection should be offered to established houses. He urged that the delegates should take some action towards improving conditions.

A motion asking that a committee of nine be appointed to draft a statement defining the position of supply men and printers was briefly discussed, but finally laid on the table.

PRINTERS' COST COMMISSION AND UNIFORM COST FINDING SYSTEM.

The most important work of the Convention was the adoption of a report of the committee of twelve appointed to draft resolutions as to the purpose and scope of the Convention.

Upon motion by Mr. T. E. Donnelly of Chicago, the Convention resolved itself into a committee of the whole, and chose Mr. Lawrence Fell of Philadelphia as chairman. Mr. J. A. Morgan of Chicago, chairman of the Committee presented a report and the items were voted upon separately. The following is the text of the report as adopted by the Congress:

We recommend that the work of the First International Cost Congress of Printers be perpetuated and continued by the election of a permanent Commission of fifteen members to be known as the American Printers' Cost Commission.

We further recommend that this Commission be elected by the delegates present; the chairman appointing a nominating Committee of three which shall present the names to be voted upon by this Congress.

We further recommend the adoption of a uniform Cost Finding System in all printing offices throughout the United States, Canada and Mexico.

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the hour in the several departments.

2. That the standard hour cost shall be the gross cost, namely labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs including payroll.

4. That stock handling, storage and shipping shall be kept as a separate department or departments and may be included as an item of the general overhead to the end that same be included in gross cost of mechanical departments. To cover cost of handling stock it is suggested that a minimum of 10 per cent must be added to the delivered price at the plant. Profit to be added to this amount.

5. That the standard rate of depreciation on standard machines to be charged to cost of production shall be 10 per cent annually of original purchase price.

6. That the standard rate of depreciation on type shall be 25 per cent per annum of its original cost.

7. That the standard rate of depreciation on type stands, chases, stones, etc., shall be 10 per cent per annum of their original cost.

8. That the standard rate to be charged off for bad debts shall be 1 per cent of volume of yearly sales.

9. (a) It is the judgment of your Committee that in the operation of a printing plant to its average capacity, that a minimum profit is 25 per cent added to cost of production

(b) That the standard scale of credit shall be 30 days.

(c) That the printing ink used on cylinder press work shall be charged to the job.

10. As a requisite for determining costs we endorse and deem necessary the use of an efficient loose leaf inventory system.

11. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

12. We further recommend that the proceedings of this Congress be printed and distributed to the delegates in attendance at this meeting and to such other printers as the Commission may deem wise.

13. We recommend that this body direct the permanent Commission to proceed at once to the preparation of an International Uniform Cost System.

As a means of assisting the Commission, all those having cost systems are requested to forward them to the secretary of the Commission, 1327 Monadnock Block, Chicago, Ill.

14. We recommend that this Commission be empowered to raise the necessary funds to defray its expenses and that

a voluntary subscription of ten dollars be taken from all firms represented at this Congress.

Respectfully submitted,

F. Alfred, N. Y. City,
R. N. Fell, Philadelphia,
A. M. Glossbrenner, Indianapolis,
T. B. Morton, Louisville,
S. C. Beach, Portland, Ore.
Albert Finlay, Boston,
C. D. Kimball, Minneapolis,
Stewart Scott, St. Louis
F. I. Ellick, Omaha Neb.,
Geo. M. Rose, Toronto,
H. W. J. Meyer, Milwaukee,
J. A. Morgan, Chicago, *Chairman.*

Article 3 caused the most discussion. Mr. F. I. Ellick of Omaha spoke for nearly an hour in defense of his motion to strike out the words "costs including." After a lengthy discussion in which many of the delegates took part, the article was adopted as originally written.

In accordance with the first clause in the report, a Nominating Committee of three was appointed with instructions to report Wednesday morning. Members then adjourned to the Banquet Hall on the ninth floor of the Auditorium hotel where an elaborate banquet was served. The company numbered over three hundred printers and supply men.

After the dinner, Mr. Hartman of Chicago called the meeting to order and presented Hon. Geo. E. Cole as Toastmaster. The address of Welcome was delivered by Hon. W. P. Dunn, who was followed by Mr. John C. Hill, of the Printer's Board of Trade, Baltimore. Mr. E. Lawrence Fell, President of the United Typothetae delivered an inspiring address, in which he urged that the printers should endeavor to put into practice what they had learned at the sessions of the Congress. Mr. Thomas M. Ball of Chicago was then introduced by the Toastmaster, and with surprising despatch raised the sum of $3,000.00 for carrying on the work of the Cost Congress. Over one hundred subscriptions of $10.00 each were made by printers, and many of the larger offices pledged $100.00 each, thus insuring the success of the Commission.

The following were the committees in charge of the entertainment of the delegates:

Entertainment—O. A. Ross, Chairman, H. L. Ruggles, and J. W. Hastie. Banquet Com.—W. J. Hartman, Thomas M. Ball, J. A. Morgan. Auto Ride Com.—Geo. H. Benedict, Morton S. Brooks, Forest Hopkins.

The delegates assembled at 10:00 o'clock Wednesday morning, and received the report of the Nominating Committee, which was presented by Mr. Fell. The following were the fifteen members selected to serve as the Commission:—J. A. Morgan, Chicago, Ill.; A. G. Finlay, Boston, Mass.; H. W. J. Meyer, Milwaukee, Wis.; Frederic Alfred, New York; F. I. Ellick, Omaha, Nebr.; P. T. White, Seattle, Wash.; E. A. Kendrick, Buffalo, New York; A. M. Glossbrenner, Indianapolis; L. E. Fell, Philadelphia, Pa.; Stewart Scott, St. Louis, Mo.; T. B. Morton, Louisville, Ky.; Edward Stone, Roanoke, Va.; G. H. Saults, Winnipeg, Canada; C. D. Kimball, Minneapolis, Minn.; E. H. Clark, Memphis, Tenn. The report was adopted by unanimous vote.

Chairman Hartman spoke at some length, and with much feeling as to the objects and work of the convention and urged that each should take home the lessons learned and go right to work to carry out the plans and the principles that had been adopted. Messrs. Norris of Chicago and Beach of Portland, Ore., spoke interestingly in a conciliatory and explanatory way as to matters brought out in the discussions of the relations of the supply men and the printers. Both argued that these relations should be amicable, cordial and mutually helpful. The newly chosen Commission assembled in an ante room and held its first meeting.

During the closing moments of the Congress enthusiastic praise was given to Mr. Fell, Mr. Hartman and Mr. Morgan for their work in assembling the great number of printers to this First International Cost Congress. Sixty-eight of the larger cities were represented in the Convention and over 200 leading employing printers of the United States and Canada were present at the sessions.

The Congress adjourned at eleven o'clock Wednesday morning and the delegates were then tendered an automobile ride through the Chicago Park systems with a dinner at the South Shore Country Club.

Recent Libel Decisions

BY D. M. BUTLER, LINCOLN, NEB.

The St. Louis *Republic* had published certain statements concerning Glover C. Branch, a representative in the General Assembly of Missouri.

The newspaper had stated in substance that the member of the General Assembly had been induced by the hospitable attentions of a candidate, and had announced that he would vote for him though the public had been previously informed that he could not reconcile his conscience to vote for him.

The jury in the trial court found a verdict in favor of the plaintiff, and upon appeal the supreme court reversed the case for reasons of no particular interest to newspaper men, and yet announced the following principles of law which are of interest to publishers: The court held that the language did not charge the member with bribery and was not libelous in view of the evidence of the candidate's campaign for the office of senator and the member's position toward the candidate; that it is not libelous to point out seeming inconsistency in a public officer and his acts are fairly open to criticism and comment. An action for libel based on an article in a newspaper published in one county and circulated in another county may be brought in the latter county.

We have a recent case from the court of appeals from Kentucky which sustains recent decisions of courts on the question of the right of privacy.

The picture of J. P. Chinn was published in the magazine issued by the company, which publication was for the purpose of advertising the Doan's Kidney Pills. Accompanying the picture was the following announcement, which it seems was published without the consent of the party plaintiff:

Foster, Milburn Co., Buffalo, N. Y.: "I join in endorsing Doan's Kidney Pills which were recommended to me a few months ago when I was feeling miserable. Had severe pains in the back and was restless and languid. A few boxes of pills effectually removed the ailment and I am glad to acknowledge the benefit I have derived."

Jack Chinn, who was described as the famous Kentucky horseman, etc., brought an action asking $25,000 damages. The jury gave him a verdict of $2,500. The court held: First, a person is entitled to the right of privacy as to his picture, and that the publication of the picture of a person without his consent as a part of an advertisement for the purpose of exploiting the publisher's business is a violation of the right of privacy and entitles him to recover without proof of special damages. Second, that in an action for the publication of forged recommendation of a patent medicine, evidence that plaintiff was ridiculed and laughed at by his friends is admissible as was also admissible evidence that there was a scale of prices paid for cards of this sort, the amount paid depending on the office held by the person as tending to show that the people might conclude that plaintiff had sold his signature.

Past-President Walter Williams at the Institute of Journalists, Plymouth, England

INSTRUCTIVE ADDRESSES ON JOURNALISTIC TRAINING AND TOPICS CORRELATED THERETO.

TRUE newspapers in all free lands have a common bond. This is made evident as to the members of the newspaper calling in Great Britain and America by an account of a day's session of the Annual Conference of the Institute of Journalists, held at Plymouth, in Devonshire, England, at which Past-President Walter Williams was one of the speakers. There were two sessions and a banquet in the evening.

We judge the Institute of Journalists to be composed of practical, working journalists as distinguished from publishers or proprietors. Among the matters considered or incidentally brought before the members were "a scheme for unemployed benefits" for members of the Institute out of work, and a gift of five hundred pounds sterling ($2,500) by one Mr. Catling to the Orphan Fund of the Institute "as an installment and not a final payment."

In an introduction to the account of the day's proceedings, the *News* says:

The annual Conference of the Institute of Journalists was resumed at Plymouth yesterday. The day was occupied by two sessions of the Conference and the annual dinner. The major portion of the time of the Conference was occupied by a discussion of a scheme of benefits for members of the Institute when out of work; but about three o'clock that subject was postponed until to-day in order to hear two distinguished visitors on the subject of professional training of journalists in connection with local Universities. Professor Walter Williams, Dean of the Faculty of Journalism in connection with the University of Missouri, U. S. A., gave an interesting account of that newly formed school of journalism, and he was followed by Dr. Griffiths, Vice-Chancellor of the University of Wales. During the afternoon the ladies accompanying members paid a visit to Mount Edgcumbe, under the guidance of the Ladies' Reception Committee.

In speaking of this entertainment in another article in the paper the *News* said:

The efforts of the Ladies' Committee to find entertainment for the ladies of the members of the Institute have met with gratifying response. No reunion of the Conference could be more successful or enjoyable than the party which took place at Mount Edgcumbe yesterday afternoon. By the kind permission of the Earl of Mount Edgcumbe, the whole of the gardens were thrown open, and thither a steamer specially chartered conveyed a party of 140 from West Hoe Pier. The gardens were in very beautiful condition, and the ladies did not know which to admire most—the charming orangery, the Italian garden, the old-world French little corner, with its arched paths and exquisite begonia blooms, or the sweet-smelling rosery, where some perfect specimens were still in bloom. Cedars, magnolias, and other trees and shrubs were pointed out, and the fine vistas were much admired. Tea was served under the trees of the lodge, and before it was over several gentlemen arrived from the afternoon session of the Conference. The steamer took the party back early for the banquet in the evening.

This establishes the fact that newspaper men of the New and Old World enjoy alike entertainmnets and banquets and what follows as to the proceedings given in the *Western News* well shows that there is "a common bond" as to principles and aspirations:

PROFESSIONAL TRAINING FOR JOURNALISTS.

The President introduced the question of the education of journalists, and offered an especial welcome to Professor Walter Williams, M.J.I., of the School of Journalism at Columbia University, Missouri, U. S. A. They welcomed Professor Williams as a distinguished American journalist, and through him they extended a very hearty appreciation of their brother journalists on the other side of the water. They were glad, through him, to shake hands with the whole profession of journalism in the United States and to say how pleased they were that that great host of English-speaking writers were all engaged in one great civilizing work of communicating in the very best sense between nation and nation, people and people, community and community. (Applause.) They also recognized and welcomed him as a representative of a federation of States which they regarded as their child. After all, this was the mother country, and he had been happy to find in Americans a very great respect and affection for the old country. They might be slow in Britain, and in many respects lack much of the go-aheadness of their youthful progeny in the United States, but they were proud of their development and progress in all good things, and they took a paternal pride as Englishmen in America's success, together with a fraternal pride in their journalistic success. On every ground—personal, national, and professional—they welcomed Professor Williams. (Applause.) They had looked forward to his visit also because he was enabled by his experience to give them some information as to the development of journalistic education in the States. They in this country were, so to speak, merely at the beginning of things in regard to special education for journalists. In several of the States, Universities and schools of journalism had already been adopted, and it was a peculiar privilege for them to hear at first hand from one of the apostles of journalistic education in the States of what was being done over there in that matter. (Hear, hear.)

AN AMERICAN VENTURE.

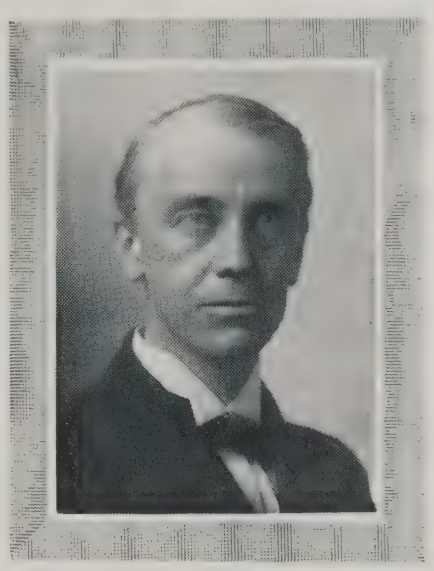
Professor Williams, in his address, said journalism is the profession of the interpreter, and to him who used journalism for the interpretation of the world's events it was a high and noble profession. The journalist was more than interpreter: he was tribune, advocate, guide; he was the modern prophet. Should there be no school of the prophets? The argument for training for journalism seemed unanswerable. Natural aptitude must be supplemented by special training. But how should there be training for journalism? Must it wait the practice of active journalism, a practice of the unskilled upon the body politic? It was to give practical reply to the question that the School of Journalism of the University of Missouri was established. The University was a State institution, and enrolled students of both sexes, who were admitted upon special examination after a four years' course in a State high school. The year's enrollment in all departments of the University was 2,850. The University consisted of the College of Arts and Science, a grammar school, and six professional schools—education, law, medicine, engineering, agriculture, journalism. Entrance to these professional schools was after completing two years in the College of Arts and Science, or its equivalent. The course of study in the professional schools covered three years. The School of Journalism was the latest of the professional schools at Missouri, and had been organized only one year. Training for journalism was older at other American Universities, but Missouri was the first to place this training upon the same plane as training for other professions, with separate organization, separate faculty, separate courses of study. In the first year they enrolled 97 students, of whom 74 were working for the degree in journalism. The faculty of the school numbered 13, ten of these being also members of the faculty of the College of Arts and Science, while three gave courses only in the School of Journalism, and were men who had had actual experience of newspaper work. On the academic side courses were given in English history, English sociology, economics, political science, Government, psychology, logic, while all knowledge helpful to the journalist, and that which best fitted for effective leadership, was emphasized. On the professional side, courses were given in the history and principles of journalism, in the ethics of journalism, in newspaper administration, in reporting, in editorial writings, in copy reading, in magazine journalism, in newspaper jurisprudence—the law of libel; in illustrative art, in comparative journalism in newspaper making—a general survey of all branches of newspaper work. A distinctive feature at Missouri was a newspaper laboratory course, and published "The University Missourian." It was not expected that the awarding of a degree in journalism made a journalist any more than the conferring of a diploma made a doctor, a lawyer, or engineer. But the students who faithfully pursued these courses would be more thoroughly equipped for high service than he who has had no such training. It was too early for him to say

what success had been attained at Missouri. Journalism was just finding itself. Always the Fourth Estate, it had become the first power. Professional training for journalists was needed to raise the standard of journalism and make it indeed "a learned profession." He counted himself fortunate in speaking to a body which had done much in this direction, and would do more—(applause)—and despite difficulty and disappointment, had not been weary in well doing. In due season the profession of journalism, and the world which it served, would reap if they fainted not. Except the purely professional courses suggested, all he had outlined as necessary might be found in the best Universities and colleges. It needed, however, that these studies should be organized, correlated, systematized, and to have added the professional thereunto. Whether this be done in separate college or the grouping within a school by lectureships, professorships, or faculty control, was not essential. The essential, as he saw it, was specialized training, separate or intentive. The State by education and legislation, aimed to raise the standard of the medical profession in order to protect the lives and health of the citizens, and the standard of the legal profession in order to protect the property rights of the citizens, how much more, in the new civilization, was it necessary for the State to assist in raising the standard of the journalistic profession, who promoted and protected the morals of the citizens, morals which were more important than health or property rights or life itself. (Applause.) Schools of journalists were, in the last analysis for the service of the State, above all other professions. Journalism was the profession of public service. The newspaper was the text-book of the masses; the university of the people, who had to determine the fate of Governments, whether the Britain of to-morrow should be the less or the greater Britain, whether righteousness should prevail against the tyranny of the mob. Upon the training of the whole people depended the future of this great empire; and here must the journalist do his public service. (Applause.) * * * There were many journalists who did not believe in that particular method of promoting the welfare of the profession and elevating the ideals and encouraging the ethics of the profession, but whether in or out of a great organization such as that, they might say, "We are interested in the result of every movement that looks forward to the elevation of this profession of journalism, and wherever there is a man who seeks to carry forward this great purpose he has aid, and comfort, and approbation from us." To them in the Institute of Journalists, fellow members with him of an organization which meant much for the profession, he gave his heartiest gratitude, his personal thanks, and his most earnest Godspeed. (Loud applause.)

The President expressed the thanks of the Conference to Professor Williams for his noble and inspiring address, and assured him that they would all feel better for having heard it. (Hear, hear.)

THE UNIVERSITY VIEW.

Dr. Griffiths, vice-chancellor of the University of Wales, thought there were practical difficulties which would have to be overcome in this country if they were to succeed in their aim. He trusted nothing he said would be thought out of sympathy with what they were aiming at or that he in any way differed in aspirations from the previous speaker. What was a journalist? In his younger days he regarded him as a kind of omniscient person, who spoke in the plural, and he wondered what he really wanted seeing that he seemed to have everything. (Laughter.) He had come into contact with them since those old days, and had found out that after all they were really human. One of the first stages was to find out what the journalists wanted, and then how far they who had the direction of University education could meet them. The United States were more free than in this country, where many traditions necessarily hampered them. The problem before them—"Was it possible to have a University education in this country for their profession?"—was no new one. It had occurred in many other professions—engineering, medical, and others. To some extent it had been solved, but the journalists' problem was more difficult than those of the other professions, for their requirements were not definite. It seemed to him a journalist ought to know everything. He would like journalists to know a little more science, but perhaps that was because that was the only thing he himself really cared about. (Laughter.) To exclude science from the education of the journalist appeared to him to be a mistake. But surely they could say the same of almost any subject they cared to mention. Again, the question was an especially important one at the present time. He did not know how it appeared to them, but to him it seemed there was danger of deterioration. The great spread of elementary education in the country had given them a different set of customers from what they had in former times, and the pressure to arrange their wages to meet those customers was becoming greater. If they turned up their journals of forty years ago, and compared them with the journals of to-day, they knew in many respects there was no comparison in favor of to-day. This was above all the time when they wanted to maintain a very high level of culture and knowledge in those who had the guidance of the people, the more so that they had now readers in millions where formerly there were thousands. Men of high character and high standing were more than ever wanted to lead and guide their newspapers. But on the other side let them ask themselves what was the function of a modern University in this country? The first was that of instilling a love of knowledge for its own sake. Once that was achieved the next duty was to assist the professions and the industry of the country, but the first was essential. The second might be done by technical schools. Thirdly, it was the duty of the Universities to encourage research. They needed more mental culture. They required to give more attention to the problem of the secondary education of the



WALTER WILLIAMS
Dean of the Faculty of the School of Journalism
University of Missouri

young people before they came on to the Universities. Granted this was done, he did not see that there were any difficulties in the way.

A JOURNALIST'S OPINION.

The Hon. H. Lawson, received with applause, thanked the Conference for the signal honor they had done him in electing him as President for the coming year. He felt it the more because of the manifold merits of Alderman Campion, and the hard work he had done. He was moved to speech because he did not think there could be anything of more wide or vital interest to them than the discussion which had been opened by Professor Williams and followed by an illuminating speech from Dr. Griffiths. Both gentlemen had emphasized the importance of their profession, and he had always felt the same way as does a great statesman—with whom he was not in political agreement—who said the other day to him, "You cannot aim too high." Personally, he thought they did aim high. (Hear, hear.) Nobody could dispute that the life of the newspaper Press was at that moment fuller and better informed than it ever was before, and that the knowledge they tried to impart to the millions of their readers was certainly more accurate and on the whole better in form and precisenes than it had been. For 99 out of a hundred the only means of education and information that existed was found in the pages of the daily Press. There never was a time when the papers counted for so much.

Mr. Hill (London) said they wanted in the education of the journalist a blending of the academic and the practical, and they would never make progress in the Missouri direction unless they could first convert the dons and head masters.

Mr. W. J. P. Giddings (Adelaide, South Australia) said the cities of the Commonwealth were too far apart to allow of much joint action among journalists.

Mr. Horton (Birmingham) described what had been done to enable journalists to get into touch with the University of

Birmingham. That University had set apart a school for brewing—(laughter)—and he thought they might ultimately be persuaded to set apart a school for journalism.

The Ladies' Orchestra performed during the dinner, and afterwards a musical program was performed, under the direction of Mr. J. H. Lucas. Songs were sung by Miss Elsie Ackland and Mr. W. P. Toby, and two recitations in the Devonshire dialect were given by Jan Stewer (Mr. A. J. Coles).

MR. QUILLER-COUCH.

In opening the speaking:

Mr. Quiller-Couch, proposing "The Institute of Journalists," remarked that a distinguished French critic, having to lecture on poetry, opened with these words: "It is always a somewhat ticklish business to talk about poets, especially when you happen in your time to have done some poetizing yourself." That, or something like it, was the matter with him, for quite an appreciable number of sins of his past, as the phrase had it, were "connected with the Press." (Laughter.) But there was a graver difficulty that he saw inherent in that toast itself and in the occasion. It was always, as they would remember, a somewhat delicate matter for a stranger finding himself in Ephesus to thoroughly unburden his mind on the pursuits of the deities of the Ephesians, and it seemed to him, standing there to propose a toast which they were already resolved unanimously to drink with enthusiasm—(laughter)—he must navigate between the Scylla of monotonous praise and a Charybdis which he hardly dared to contemplate.

After further felicitous and harmonious remarks, Mr. Quiller-Couch continued:

Seriously, he meant that conferences like that did exalt the spirit of the profession, did give them a sense of unity and of solidarity which in nine directions out of ten no doubt, as their President so eloquently pointed out in his opening address, were all for the good of discipline and of esprit de corps, and for the good of the regiment, but which, perhaps, in the tenth case, were not all to the good—were, perhaps, even mischievous, were conceivably even fatal; and for that reason precisely the journalists of Great Britain were not a regiment, and not an army. They were citizens of peculiarly pliant minds, and citizens of the great and free republic of letters. He would not say anything about what he understood to be a growing opinion among them—even the movement that young men should pass certain professional tests before becoming members of their body. The President most ably expounded that point of view. He had no opinion that was worth putting before them in opposition to his, but he would quote one word from Aristotle, who after all was a journalist—(laughter)—who said he was the greatest critic—and after all two-thirds of their business was criticism in life—who without being an expert in any particular art or science had, by his training, such a general sense of those arts and sciences as gave him a just sense of their proportions. In the situation created by the Tenby Corporation, their council, upholding the right of Press access, in his opinion most rightly upheld it not as Press access, not as the privilege of the profession, but as the public right of citizens—(hear, hear)—and he did think that certain law-givers were much less wise who placed it on a narrower and less philosophic, and possibly a less secure foundation. The author, or the journalist, or the artist, or sculptor, was first of all in his opinion a citizen, and his work was part of the work of the State, and his labor part of the total labor of the State, and should be a pattern woven into the garment of the State. Still, they made a very great mistake when they robed themselves in those esoteric professional functions. Surely on the one side they tempted the public to say, "All this is beyond us," or, on the other hand, they encouraged the author to robe himself in a false pride and throw over himself a mantle of mystery which after all

ALASKA VIEWS

From Photos by Felix J. Koch, Illustrator of Travel Features, 325 Hearne Ave., Cincinnati, Ohio

only too often covered a gnawing stomach which after all hurt. (Laughter and applause.) He thought they could carry professionalism too far—(hear, hear)—that at any rate it had its dangers. It tended to exalt the machine above the cause for which that machine existed, and it tended to make too many rules. With rules it was as with the rules of a club; they might make a thousand, and a recreant member would pass them all by. They might make six, and they would be too many for the man who had pride in his calling. He confessed he was a little overwhelmed by the reports he read of the address given them by those eminent men who attended their Imperial Press Conference. Their calling was to be to each one of them that of a watchman over the State —not the old-fashioned watchman on the wall with his clumsy alarms, but a delicate instrument, a needle, a nexus of nerves responsive to the thousand currents that came to them from all parts of the world, and on top of that the cool decision of a man to guide the course and command it before the rest of the sleepy world was even out of its bed. The honor of the profession was not a question of flippancy in the estimate of any true citizen. It was a service which was a service of the tower and the lamp—the tower which was the "turris fortissima" of their escutcheon of Plymouth, and the lamp which was to be "the eye which, watching ever holy, watches always and never slumbers or sleeps." (Applause.)

THE PRESIDENT.

The President, responding, said they would try to lay to heart the warnings of Mr. Quiller-Couch, that distinguished Cornishman who was the pride and honor of his native country. (Hear, hear. Mr. Couch was the embodiment of the poetry and romance of the West. They were all thankful that the gifts of imagination bestowed upon him had not prevented him from placing himself at the service of the community in many useful Civic directions. (Applause.)

* * * They had met this year in a spot sacred to history. From Devon and Cornwall had flowed influences that had largely made English history, and molded the English spirit. The old Devonshire heroes were the watchdogs of the Elizabethan age; so journalists were the watchdogs of our present-day civilization. The better the Institute fulfilled its great aims, the greater would be its beneficial effects. While Plymouth had been the pioneer of that magnificent influence which had permeated to the ends of the world, so the Press carried the force of the English character to the four winds of heaven. It was interesting to reflect that they represented in that room two hemispheres of journalists. They had there friends from the United States, mighty children of a mighty empire; and they had overseas representatives from the Antipodes, and from South Africa and other parts of the empire —all meeting with the mutual desire to advance the interests of a great profession; and as this great world-spirit of the British race grew they might feel that the Institute of Journalists meeting at Plymouth were helping in that great world movement for building up the fabric of civilization, and advancing the great millennium to which we hoped they were all fervently and reverently looking. (Applause.)

THE MOTHER OF ALL THE PLYMOUTHS.

Professor Walter Williams, Missouri, U. S. A., proposed "The mother of all the Plymouths." He said in the name of all the Plymouths—the Mayor of Plymouth had counted them and there were two score or more—he brought to the mother of all the Plymouths the greetings of her children. (Applause.) Daughters were they in their mother's house, but mistresses in their own. (Applause.) He brought the greetings from the Plymouth of Canada; from South Africa now being welded into a great empire under the British flag; from the Plymouths of Australia, that great continent now working out more thoroughly than any other experiments in London; and from the Plymouths of his own country, that Plymouth which was the first-born child of the older Plymouth. (Applause.) He brought her greetings to the mother of all the Plymouths. No one could study English history, which they taught still in the United States, possibly with a little difference of interpretation of some of its events—(laughter)—without imbibing a love of Plymouth—a place which was an inspiration to their children in the United States and a lesson that faith was to be held dearer than life. (Applause.) They taught their children that lesson from English history. He did not remember the day which he did not hold Plymouth dear, although that was his first visit to that historic place. He should carry away from Plymouth great lessons of public service, and concluded by the story of a great city of ancient times, who so long as it regarded its motto, "From each according to his ability, unto each according to its needs," flourished, and when it forgot that motto it perished. If they did not live up to that motto of public service, then the historic mother of Plymouths would go the way of that ancient city; but now he gave them the toast of "The mother of Plymouths—God bless her." (Applause.)

The Mayor of Plymouth, responding, said he was grateful this toast had been entrusted to Dr. Williams, because he had the liveliest recollections of the manner he was treated in the Western hemisphere. When wandering on the prairies of Canada in the snow, the fact that he (the Mayor) came from Plymouth was quite sufficient to secure him a hearty welcome, and when he faced some 900 men and women of color in the handsome University from which Dr. Williams came, that he was from Plymouth was quite sufficient without any speech from him. They still hoped to establish in this mother of all the Plymouths a dock where they could receive visitors from America in their thousands. An American teacher was present when he (Mr. Spender) received the robes of office as Mayor, and he himself learned much from his visit to America through the instrumentality of Mr. A. Mosely. He learned enough of juvenile courts to induce him to work in season and out of season for their establishment here, and had the happiness of presiding at the first children's court in Plymouth. He thought in the interests of the child those courts should not be reported. He acknowledged with gratitude the fair and generous way in which he had been treated by the Press during his Mayoralty, which he thought spoke well for the fraternity of the Press in the West, and, in conclusion, he thanked Dr. Williams for the kindly way in which he had spoken of the mother of Plymouths; long might all the Plymouths scattered throughout the world live in mutual respect and affection one to the other. (Applause.)

OUR GUESTS.

Mr. Woodhead (Durban) proposed "Our guests."

Dr. Griffiths, vice-chancellor of the University of Wales, responding, described Plymouth as the Mecca of all students of the history of Britain, and described how in his earlier holiday times the boat always came to the port of Plymouth, and also to Fowey.

'Varsity Teaches Writing by Mail

NEW COURSES SHOW HOW TO WRITE ENGLISH FOR BUSINESS OR LITERARY PURPOSES.

MADISON, WIS., Oct. 6.—The scope of the courses in composition offered by the extension division of the University of Wisconsin has been enlarged in order to train those who wish to write English more effectively for either business or literary purposes. In addition to the elementary courses already given, there have been added others giving advanced work in the composition of public addresses which are designed to aid those desiring to become proficient as public speakers. Another new course has as its subject the short story, and includes the history of the aim of developing the critical appreciation of such work, as well as the production of original stories by the students. A consideration of the effective presentation of technical and scientific material is given in one of the new courses in advanced composition. Professor Arthur Beatty of the English department will have charge of all of these courses.

G. F. Althouse, publisher of the Ackley, Iowa, *World*, has purchased the plant of the Norris Printing company at Eldora. He will move the plant to Ackley.

A rumor has been floating around Des Moines that Gen. James S. Clarkson, formerly the editor of the *Morning Register*, national committeeman from Iowa and chairman of the National Republican Committee, contemplates returning to Des Moines for the purpose of establishing a Republican morning newspaper. The report also says that the paper will strongly support the administration of President Taft and be vigorously in opposition to what has been called the insurgent movement. Those who are circulating the report explain that they want an old-fashioned Republican newspaper which shall stand for the party and its principles without apology. These claim that there is room for one such newspaper in Iowa.

System, Consultation and Co-operation

MECHANICAL knowledge, proper methods, skill, taste and effeciency are important to printing and newspaper making; but, while general principles can be taught and errors be corrected in the pages of the technical press, and samples, be given in demonstration of principles, still the mechanical branches must be learned in properly conducted trade or technical schools or in establishments able to give proper instruction. Efficiency must come by practice. The papers devoted to the calling can help in a useful and profitable way, yet their greatest values are in the fields of the general and special systemizing of the business, inspiring to proper ambition to learn and take pride in the work and by inculcating the useful ideals of co-operation, organization, consultation and service.

There has been, of late years, an almost complete revolution in the conducting of successful plants. While individuality of effort, of promotions and rewards have not been ignored, mutual consultation, inspiration, co-operation and interchange have come to be recognized as essential, and perfection will be reached when all work together in harmony for accomplishment not to get something more out of, or to secure an advantage over another, but each giving and receiving full confidence, consideration and value.

We have not been neglectful, in the NATIONAL PRINTER-JOURNALIST, as to best mechanical methods but feel we can be most useful in the way of showing the need of, and in inspiring to, higher attainments and the adoption and working out the ideals of full, faithful, highest and most worthy service, through harmonious action aided by consultation and conference, recognizing the fact that all industries and callings and all human society rest on the mutuality of service, for we are all servants one of the other whether acting as employers, salesmen, managers, superintendents, foremen or journeymen, all useful and equally responsible one to the other.

These meditations which we believe contain the most correct and valuable principles of well-ordered modern life and of worthy or permanent success in this age, were suggested through the reading of a handsomely printed and illustrated account, in magazine form, of the second annual convention of the Root Newspaper Association which publishes the following papers: *Dry Goods Economist,* N. Y.; *Dry Goods Reporter, The Milliner,* and the *General Merchants Review,* Chicago; *Drygoodsman* and *Shoe and Leather Gazette,* St. Louis; *Twin City Commercial Bulletin* and the *Hardware Trade,* Minneapolis-St. Paul; *Boot and Shoe Recorder* and *Apparel Retailer,* Boston; Cleveland *Trade Bulletin,* Cleveland; *Southwestern Merchant,* Dallas; *Merchants Journal,* Lynchburg, Va., and the *Pacific Coast Merchant,* San Francisco.

There were one hundred and forty-seven delegates or representatives of the different publications of the Association present. The thought occurs, that, if one business organization with fifteen publications can afford to gather one hundred and forty-seven members of its organization in meetings for consultation, from all parts of the country, in Chicago, twenty-four coming from Boston and sixty-four from New York, how unwise it is for editors and publishers of their own journals to neglect such conventions of the members of their calling or for printers and publishers to neglect the getting together of their employes and representatives in their own city, county or state? The convention was not only held and the discussions had, but a careful record was kept and full publication made for the benefit of all in any way connected with the great business, so varied in its work and the character of the papers issued, but yet joined by a common bond as to interests, aims and methods of accomplishment. What was brought out is of such value to every publisher of the United States as to justify the reprinting here the following extracts from the proceedings:

THE MODERN SPIRIT OF COOPERATION.

Mr. E. M. Skinner, President of the Chicago Association of Commerce, in an address of welcome said, among other things:

"This convention is particularly significant and illustrative of the spirit of modern commerce. Each one of you is interested—very naturally and properly—in his or her individual advancement and profit. Each company is interested, through its officers and those composing its staff, in the progress and profit of its particular publication. And the different companies, offices or publications are interested, as are also individuals, in the success of all the publications separately and of the affiliation of the several trade papers known as the Root Newspaper Association. This is true co-operation; and co-operation is the spirit of modern commerce.

"To the foreigner visiting our country today, probably the one thing which will attract his attention and impress him most is the aroused sentiment of the people in co-operation work for the improvement of the country, the State, the community and the individual. Even the most selfish and inactive are being converted to the idea that 'in union there is strength,' and are lending—sparingly perhaps—their assistance to the work of those in a community who are progressive and in touch with the times.

"I do not intend to refer in this brief word on this subject to the wonderful advancement in civic co-operation as is shown by the great results already accomplished in such cities as Galveston, Des Moines, Norfolk, Dubuque, Kansas City and San Francisco, as well as our own city of Chicago, but simply call to your attention some advantages of co-operation in its relation to commerce and the individual engaged in commerce.

"Co-operation is in reality a mighty good every-day religion. Co-operation means helpfulness. It means harmony and upbuilding and that most results can be accomplished by reasoning together. It means fair dealing. Co-operation is the kind of helpfulness that in helping yourself you help others.

"When you stop for a moment to consider it—our entire life is a life of dealing with others, and should be, therefore, a life of helpfulness or co-operation.

"Your own organization is simply a well-worked-out, advanced example, of co-operation, and these conventions are called simply in the spirit of co-operation to interest each and every one of you in your own particular work in the trade paper for which you hold particular responsibilities and to encourage in you a general helpfulness. A railroad, shop, foundry, bank or business is successful in the same measure or to the same extent as its employees co-operate with each other successfully. It is in the subordinate positions that most organizations are found weak and ineffective. Hence, it is necessary that the entire organization co-operate, from the smallest position or interest to the larger, in order that the results intended shall be successful.

THE OBJECTS AND BENEFITS OF ORGANIZATION—SOME SPLENDID BUSINESS MOTTOES.

The "Diamond," containing the initials "R. N. A." is the emblem of this organization, and in his address, Charles T. Root, President of the Association, speaking of the first convention held and its results and then of the object of the second convention, said:

It tightened the hands which hold this institution together. It gave each a wider acquaintance and a better insight into the qualities and capacities of his fellows. It impressed upon every one present a clearer comprehension of R. N. A. purposes and methods which in turn enlarged his respect for and confidence in the establishment as a whole. It furnished opportunity for individual expression and for the feeling on the part of all who had ideas to offer, that they might share in shaping the course of the ship, as well as in pulling at its ropes. It provided the occasion for clearing away any misunderstandings, such as are apt to arise among offices or men, obliged by the nature of the business to work together, but separated by hundreds or thousands of miles and knowing each other's plans and motives and problems only through the meagre medium of letter writing.

It formed or cemented personal friendships. It replenished everybody's idea-tank. It raised the temperature of enthusiasm a hundred degrees throughout the whole body and sent everyone home more intelligent, more institutional, better equipped for his work and hence worth more to himself and to the cause than before. In brief, it ploughed into our whole broad enterprise such a lot of good strong fertilizer that the business was set a-growing faster than ever before and has never since slackened its pace.

* * * * * * * * * *

Every working hour of this convention costs the concern several hundred dollars, and we all want the worth of our money. This can only be had through a military attention to discipline on the part of everyone in attendance. The management has worked long and hard upon the program which will yield rich results if every individual is on hand punctually at the beginning of every session at which he or she is expected, and remains in alert participation to the end. No one is brought here to be a mere passive spectator and listener. Each and every one has a function to perform. There has been no parsimony in the layout of this meeting, but there is one factor vital to its success, of which money can buy no increase — and that is time. Of that article we have got to be most economical. Let us not be kept waiting for anyone, and let us "boil down" to concentration whatever we have to say before putting it forth.

If this course is consistently followed the coming forty-eight hours are going to be among the richest in the experience of any of us. Let us all join to make them so.

In closing, let me tell you what I consider the greatest single thing that will or that can be done at this convention. That is to lay bare, in the sight of this majority of its working force, the basic, deep-in-the-ground foundation of the ROOT NEWSPAPER ASSOCIATION; to recall to our older members and reveal to the newer ones the massive R. N. A. corner-stone on which is cut deep the Diamond, and beneath it this motto: "The Best Interest of the Customer." And the other stones that surround this corner-stone agree well with it. They are inscribed, "Technical Knowledge," "Originality," "Sound Ideas," "Confidence in Our Own Value," "Purpose to Uplift," "Courage of Our Convictions," "Fearless Leadership," "Never-satisfied Ambition to Grow and to Improve," "Alertness for Opportunity," "Unsleeping Energy," "Co-operation," "Truth," "Good Will"—and so on all around the four square.

Can an institution built on such foundations fall? Or can competition, envy, jealousy, or misrepresentation overthrow it? Not if the superstructure is worthy of the base and that is what is up to us, for we are building at it all the time.

May the discussions and conclusions of these precious days demonstrate that we are building plumb and square and may each of us emerge from our Second Convention a brighter Diamond than he entered it.

Would it not be a glorious thing, for improvement and accomplishment, if every delegate to, or member of, our State and National Editorial and Printer Associations would always realize that every working hour of conventions costs, in the aggregate, hundreds, and can be made worth to the members thousands of dollars if each member were on hand punctually and remained *in alert participation to the end.*

POINTING THE WAY TO SUCCESS—HELPING SUBSCRIBERS.

In speaking on the topic "The R. N. A. and the Retailers," Mr. Charles G. Phillips dwelt largely on the service rendered to subscribers for the better conduct of their business and said:

"You cannot overestimate the great responsibility which rests upon us with such a constituency—so largely made up of able, successful, alert, experienced men and women.

"Our relations to the retailers of this country are apparent in the small town, as well as the large city. The R. N. A. relation to retailers has meant something. Almost a revolution in retailing methods has been the result, and the R. N. A. has been time and again crowned with those priceless words, 'You pointed the way to our success.'

* * * * * * * * * *

"I claim our work is on a par with that of the professions of the law, medicine or teaching. Our problems are as intricate and maybe they are greater because the conditions affecting values and sales are so variable."

SERVICE THE KEYNOTE.

In addressing the members of the Association at their staff dinner, Mr. Henry L. Bunting, editor of the *Novelty News* of Chicago,, said:

"To my mind, the word 'service' is the keynote of this generation. That idea of human service not only underlies all society, but must be the logical keynote of interpretation of every department of human activity. Human society is nothing if not built upon service. Religion,

politics, art, science, literature are all founded primarily upon the sincere service of man to man, in whatever relation of life each of us is called to fill, and as an outsider I wish to compliment you gentlemen with all my heart on the fact that you have grasped this essential principle of success, and have made good at rendering absolutely sincere and well-nigh perfect service all up and down the line."

"LEARN," "THINK," "IDEAS ETERNAL."

Manager Phillips, in saying the "final word" at the close of the convention gave expression to the following inspiring thoughts:

"The true R. N. A. spirit is more than enthusiasm—it is applying the acid test to every act and deed. Learn! Learn! Learn! Think! Think! Think! And then some more, until enthusiasm is tempered by self-criticism; and then the uttered word and the suggested plan will be worthy of our institution.

"Ideas are eternal and cannot be destroyed. Intelligence gives value to things. This convention should prove beyond any question the value of co-operation between every member of the R. N. A.

"If in the world every wayside kindness has a name, a history and a future, can we not add to the glorious R. N. A. record a greater spirit of respect for each other's powers and much patience with each other's weaknesses, until the spirit of 'do unto others as you would they should do unto you' shall make for each one a record for business and kindness which shall be given a great name, make a great history—assure a great future?"

Dr. Eliot's "Religion of the Future"

The venerable educator and philanthropist, Dr. Eliot, recently gave a list of best books of all the world, and through the press the world was informed of the wise selections, and men have been buying and reading these books with the results of great benefit to themselves, and a general uplift in strength and goodness and purpose among all people. Just the other day he spoke at Harvard University of "The Religion of the Future," which, after all, when analyzed, as propounded by him, is only the religion of Christ—genuine Christianity purged of creeds, Paganism, Judaism, and other excresences—of love and service, and now this "New Religion" is being made known through the press to all the peoples of the world. It is the religion that accords with the real work and life of every genuine newspaper worker, and the newspapers will do well to adopt its thought and spirit and to make these universal. The learned doctor's definitions of its principles, in the fewest words, "Are just those which Jesus said summed up all the Commandments, love toward God, and brotherliness to man. It will teach a universal goodwill, under the influence of which men will do their duty, and at the same time promote their own happiness. The devotees of a religion of service will always be asking what they can contribute to the common good; but their greatest service must always be to increase the stock of goodwill among men. One of the worst of chronic human evils is working for daily bread without any interest in the work, and with ill-will toward the institution or person that provides the work. The work of the world must be done, and the great question is, Shall it be done happily or unhappily? Much of it is today done unhappily. The new religion will contribute powerfully toward the reduction of this mass of unnecessary misery, and will do so chiefly by promoting goodwill among men."

These words should be printed on motto cards and be distributed everywhere, should be handsomely printed in large type, be framed and hung on the walls of every newspaper and printing office in the world. They contain nothing that is at variance with any true religion, creed, or belief, but the truths contained should be worked into the lives, the callings, trades, and businesses of men. What a grand improvement there would be in newspaper making and printing, and what increase of pleasures and banishing of worries would result, if all were striving to do their duty, seeking to contribute to the common good, to increase the stock of goodwill, with a lively interest in the work and with goodwill toward the institution or person that provides the work, and then performing every duty — no longer a task but a solid joy — with the view to promote goodwill among men?

Among the Newspaper Men

Milwaukee newspaper men will appear in a new role before the Milwaukee public within the next two months if they consent to the proposition which will be made to them through the agency of the Milwaukee Press Club by Manager Arthur S. Friend of the Shubert Theater to produce "The Stolen Story," there.

Kenosha, Wis., may have a third daily newspaper, to be of the old Jacksonian brand with W. T. McCreight, a Chicago man as its editor and publisher. The plans for the printing of the new paper are not as yet fully matured, but it is said that they provide for the issuance of the new paper with the opening of the new year.

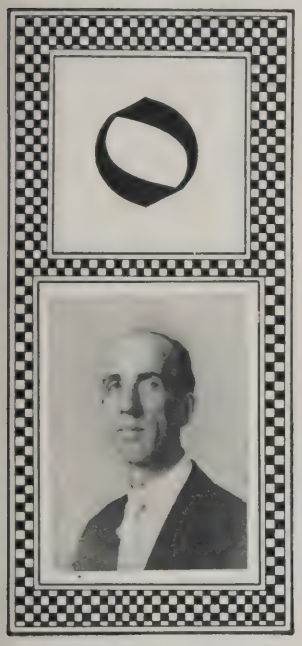
The Ludington, Mich., *Daily News* Company announces that there is a change in the business management. Messrs. E. A. Fonda, of Battle Creek, Mich., and R. D. Garton, of Des Moines, Iowa, have become respectively the business and advertising managers. Under their direction the *Daily News* will soon enlarge and greatly improve.

The Elgin, Ill., newspaper war is on. It was precipitated when Frank P. Hanafin, formerly city editor of the Aurora, Ill., *Beacon*, was elected president and general manager of the Elgin *Courier* Company. Mr. Hanafin, who has been one of the forces which brought the *Beacon* to its present state of efficiency, will move at once to Elgin, where he will reside, and become a citizen of that city.

Hugh E. Corbett was elected treasurer of the Lake County *Democrat*, a new daily publication for Gary, Ind. The *Democrat* is to be the organ of the party after which it is named and will enter the lists with the Lake County *Times*, the other paper in the new steel city. Attorney C. O. Sefton, the president and Mr. Corbett are resident officials. Edward Simon, the chief promoter resides in Hammond, Ind.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



ONE of the gratifying features of this month's department is the fact that a number of new contributors have sent in specimens. This does not mean, of course, that we have any intention of going back on our old friends; but it is gratifying because it shows that our little family circle is broadening out. This is not an exclusive circle by any means, and it welcomes to its ranks any one who is really interested in the improvement of typography.

* * *

From A. G. Hallett, foreman of the Jos. Betz Printing Company, East Liverpool, Ohio, come a number of samples which are well worthy of reproduction. The letter head on which Mr. Hallett writes is very well executed in three colors and makes an attractive heading for a printing establishment. The heading for M. E. Eppley & Company is a good piece of work for a panel heading, although personally I believe that we have grown away from this style of composition.

From A. G. Hallet, East Liverpool, Ohio

R. C. Edgell, Wilderado, Texas, sends in a number of samples, some of them set recently and others from a more remote date. Concerning them Mr. Edgell writes me as follows:

The samples do not represent my best work by any means, but they are all I have available, and you can readily see that all of the work was done in a shop where job type is also used in ad work, hence so much impression was used.

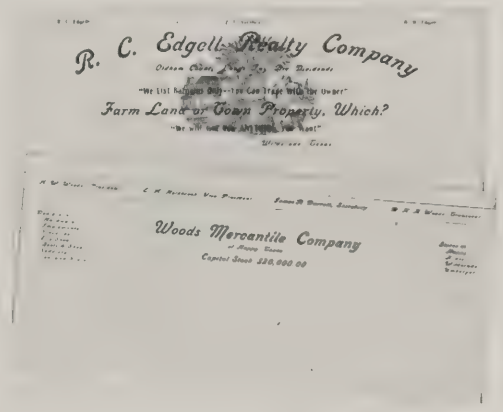
My idea is not to show press work, as it is impossible with battered rule and type and old rollers to do a job justice, but the samples are entered only on the strength of their general make-up and color schemes.

The largest portion of the work was done while I was foreman of the mechanical department of the Hale Co. *Herald*, at Plainview, Texas, and represents "rush jobs" only.

For the past six years I have used "High Art Stationery" for my "quality work" and you will find this one some of the samples.

Since May 1, 1909, I have been publishing the Wildorado *Herald*, doing job work and carrying on a real estate business on the side, with only what assistance my wife gave me.

This most recent letterhead I am trying to reproduce, although it is not easy, having a cut printed in a very heavy tint for a background. This letterhead is marred by having a large number of lines inserted

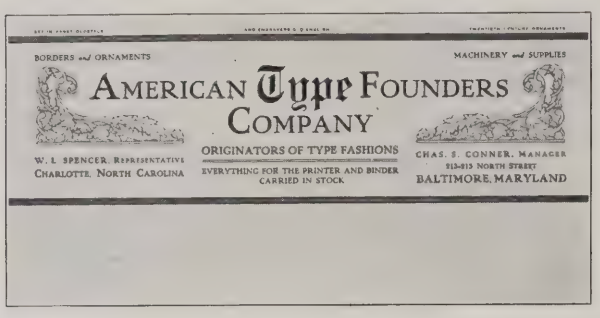


in quotation marks and dotted with capitals and various kinds of punctuation points. In fact if Mr. Edgell will forgive me for saying so, it reminded me at first glance of some of the yellow journals. This is not said in any spirit of mere criticism, but simply that we may get down to the facts of the case and look at things as they really are. I think, perhaps, no better suggestion could be made than to ask Mr. Edgell to compare it with the letterhead of the Woods Mercantile Company which he has sent in the same lot. While I do not particularly like an entire head set in this one style of type, this heading is about as near perfection as probably could have been done with this one series and with the copy as it is. On the other heading the tint is far too heavy, making the entire job look smudgy. The curved line does not present a true curve and there is an uncertainty and instability about it which is really annoying. The bill head for the Herald Publishing Company is a very good piece of work, as

is also the title page for the booklet describing Wilderado.

* * *

Sam H. White, Rock Hill, N. C., does me the honor to reproduce in a very attractive way on a monthly blotter some of the things which this department has said about his work. Everything we have said about him is true, however, and we have nothing to retract. Mr. White sends at the same time a letter head for



the American Type Founders Company which would easily put him in the artist class if he had never done anything else. This head will probably not show in the reproduction just what it is, but the word "Type" is in red, together with the rules under the line "originators of type fashions;" the ornaments and heavy rules at top and bottom are in a light green.

* * *

This little booklet, which was designed and printed by the White Advertising Bureau of Seattle, Wash., is reproduced merely to show what can be done with the die-cut cover. The little halftone which appears in the center is simply a part of the larger illustration printed on the first inside page and appearing through a hole in the cover. Printers who do not have access to regular die-cutting establishments can often improvise various shapes which can be cut by dies available in their own towns. Tin shops frequently have

Booklet with die-cut cover, showing halftone through opening

dies which the printer can readily get the use of. Sometimes a die which is used at the shoe shop for cutting out the heels of shoes can also be used to good effect. Various manufacturing industries which a town may afford can also be drawn upon, the size and shape of the dies available varying with the class of work which the factory is doing.

J. Warren Lewis, Ogden, Utah, has made an error in a line of Old English on the statement head for

John Smalley. He ought to be forgiven for this, however, in consideration of having submitted some very attractive envelope corners.

* * *

Willey & Danforth, Vermillion, So. Dak., send in a little booklet of the University of that state which is

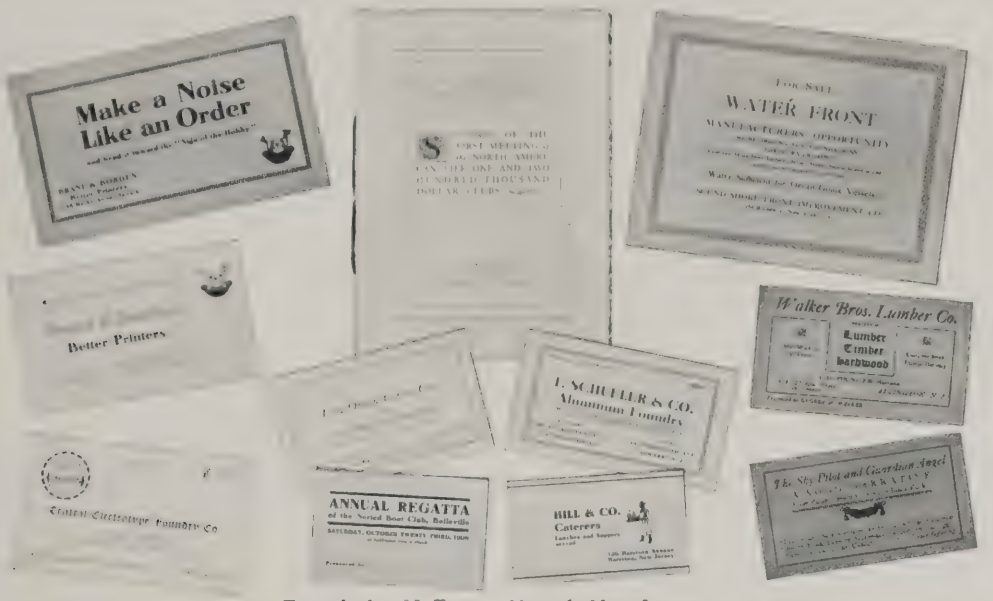
very attractively gotten up. I take pleasure in showing the cover of the booklet, which is a handsome combination of type design and artist's work.

* * *

Beers & Frey, Trenton, N. J., look as though they had the right ideas in printing. At least that is the

only opinion one can form from the samples recently sent in.

Arthur H. Farrow, Newark, N. J. sends in some booklets and other pieces of printed matter which are different from the ordinary and well worthy of careful consideration. Mr. Farrow is foreman for Brant & Borden, who claim to be "better printers" and



From Arthur H. Farrow, Newark, New Jersey

whose hobby is good printing. This company publishes a little house organ called "Our Hobby," which is a bright, breezy little publication, and from which I have made a couple of clippings:

THE RIGHT PERSPECTIVE.

A manufacturer who sent out some form letters to a large list of customers, decided that a high grade of paper would be too expensive, as his list included over twenty-five thousand dealers, so a cheap stock was used. That manufacturer had not the right perspective. He did not stop to think that each dealer would see only one of the letters, so that, while he would save money on the cost of production, he would lose in the end by the unfavorable impression created. Remember that your printed matter reflects your personality, and you will be judged according to its standard. If you would inspire confidence and respect in your customers and the public in general, don't stint the quality of the matter you send out. Getting the right perspective is vital.

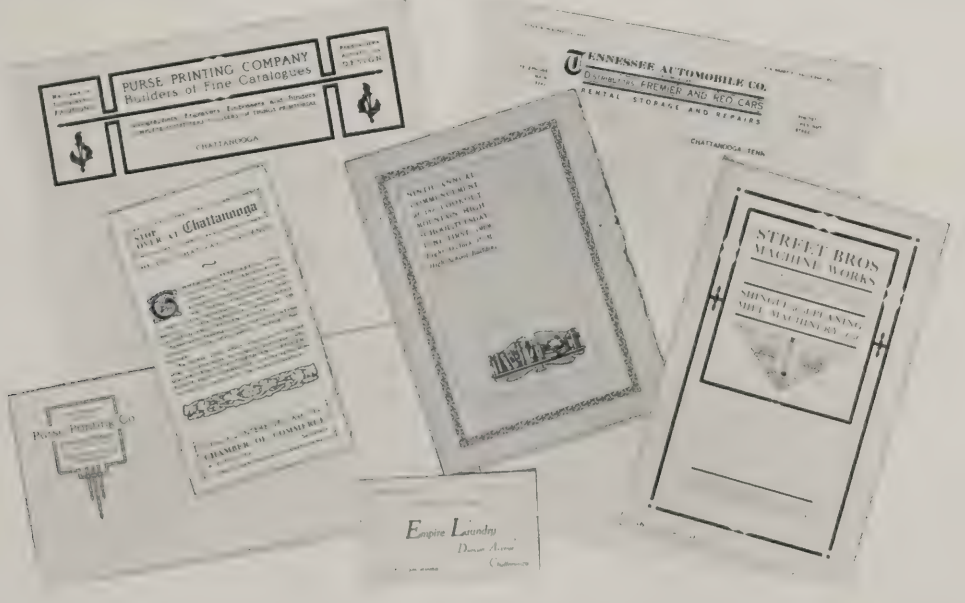
SPEED, BEAUTY, ACCURACY.

The successful printing establishment of today must have these three cardinal virtues in the execution of its orders. Nearly all contracts for printing are desired in a great rush, as it is an established fact that most people procrastinate in the direction of ordering their printing until the last previous order is completely exhausted. To have anything but attractive printing is a waste of money, for if you cannot attract the attention of the public by your advertising matter, the printer's bill is a dead loss. However valuable your goods are you cannot sell them until you get them before the buying public.

As to accuracy—well, that is as essential to good printing as sunshine is to good health, absolutely indispensable.

* * *

The Purse Printing Company, Chattanooga, Tenn., gets out a handsome letter head for its own use, as well as doing some very creditable printing for other



From the Purse Printing Co., Chattanooga, Tenn.

people. I am not sure that I like the card for the Empire Laundry, with its overgrown initials; but that sort of thing pleases a great many people.

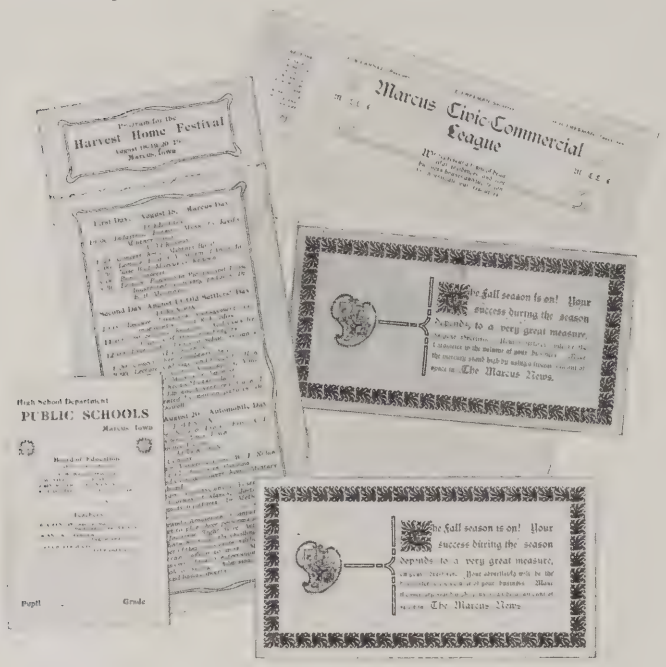
* * *

Another new contributor is R. S. Grant, Maquoketa, Iowa, who says that his office is not equipped like a city job office, although doing the best it can under the circumstances. He sends in a booklet of eight pages and cover intended to advertise the *Jackson Republican*, of which Mr. Grant is one of the proprietors. It is gotten out in a style very creditable

to an office which is not handling that class of work every day.

* * *

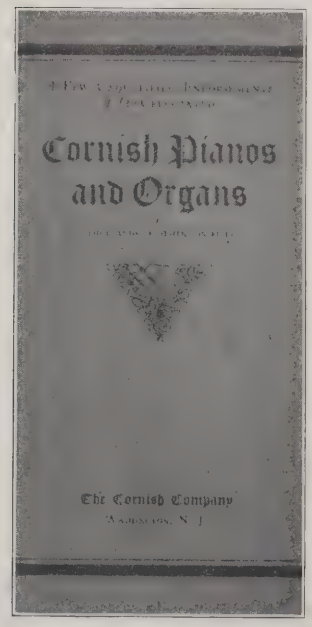
Freeman & Son, Marcus, Iowa, publishers of the *Marcus News,* send a few samples with the statement that they are not so "thin skinned" that they cannot


Harvest Home Festival
Marcus Civic Commercial League
The fall season is on! Your success during the season responds to a very great measure. The Marcus News.
PUBLIC SCHOOLS
Marcus Iowa
Pupil
Grade

stand a little unfavorable criticism should the merits of the case demand it. I am happy to say, however, that there is little occasion for adverse comment, as the work is all of a very good order. The poorest piece of work is the title page for the grade reports of the Marcus Public Schools. I do not like the selection of type for this page, but that is possibly a matter of taste on which the best of critics might differ. However, there is no disputing the fact that the main line should be higher up on the page.

* * *

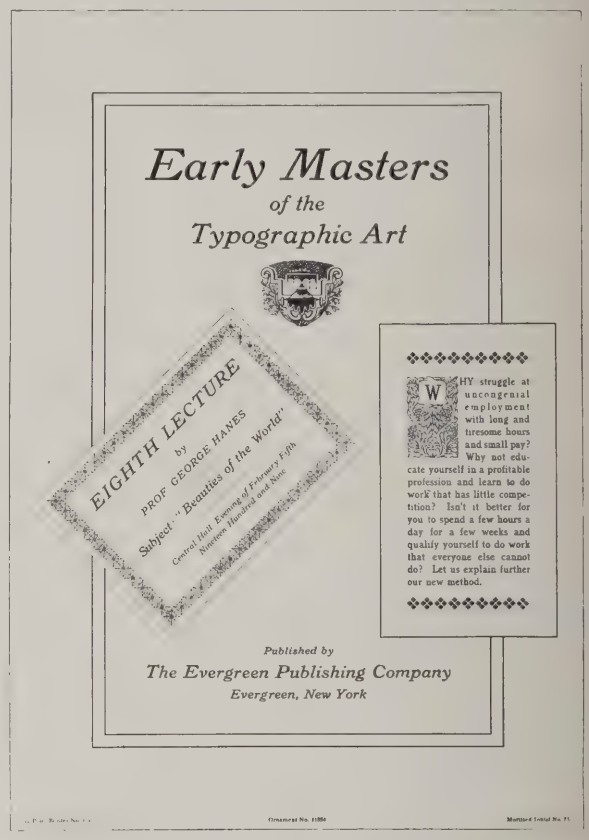
Herbert R. Smith of Washington, N. J., is still keeping up to his high standard. I have been much inter-



ested in looking over the two covers, both of them evidently intended for the same booklet. He does not say which one was chosen or whether or not there was an opportunity for choice. At any rate it would be a selection difficult to make, for it would be simply another case of being "happy with either were 'tother fair charmer away."

* * *

I have taken particular pleasure in looking over the catalog recently sent out by the Barnhart people of


Early Masters
of the
Typographic Art
EIGHTH LECTURE
by
PROF GEORGE HANES
Subject: "Beauties of the World"
Central Hall Evening of February Fifth
Nineteen Hundred and Ave
WHY struggle at uncongenial employment with long and tiresome hours and small pay? Why not educate yourself in a profitable profession and learn to do work that has little competition? Isn't it better for you to spend a few hours a day for a few weeks and qualify yourself to do work that everyone else cannot do? Let us explain further our new method.
Published by
The Evergreen Publishing Company
Evergreen, New York

Specimens of Old Roman

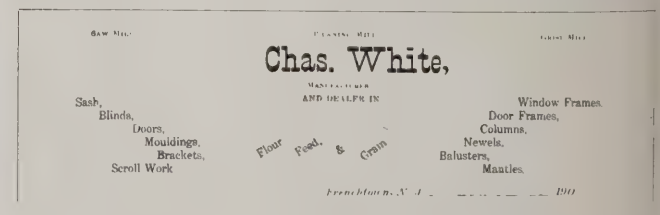
their Old Roman family. It is a letter which appeals to me as a general purpose series and I am seriously thinking of incorporating it in some of my own work.

* * *

I have secured in some way a little booklet intended to advertise Cordova, Alaska. There is no letter with it and it has no imprint, so that I do not know its origin; and perhaps that is just as well, for it is so poorly printed, bound and trimmed, as to lead me almost to suspect that it is merely a proof and not a copy of the regular edition. I certainly hope that this is the case.

* * *

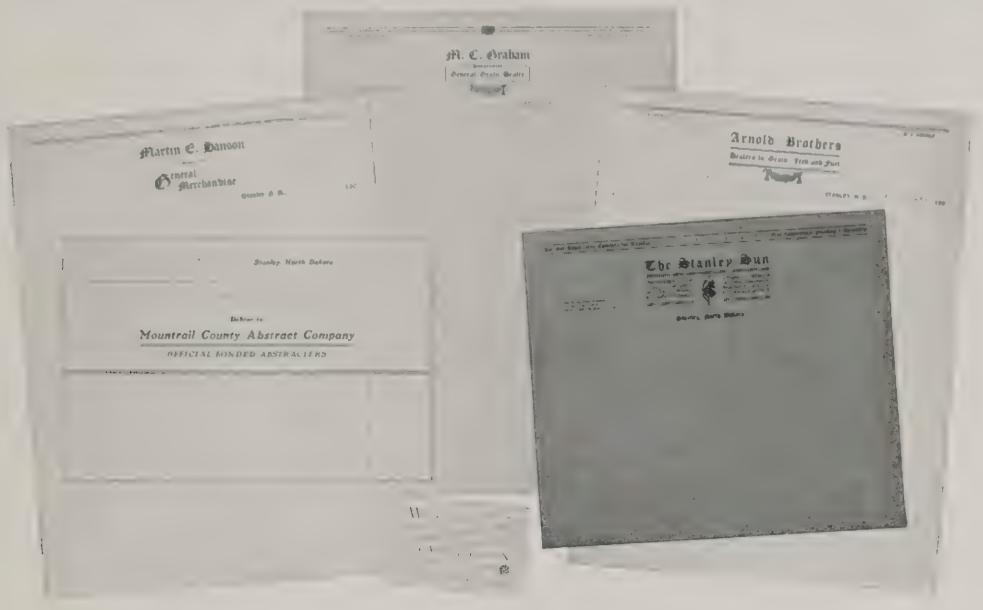
Herbert R. Smith of Washington, N. J., has sent in this letter head. No one I am sure will accuse him of



having set it himself. It is therefore hardly necessary to repeat what he says about it, although I will give an extract from his letter just to show his particular point of view. He says:

I am not able to comment on it, owing to a local ordinance forbidding the use of profanity.

Leo N. Sanford, manager of the job department of *The Stanley Sun,* Stanley, No. Dak., sends in some work which varies over a wide range. The letter head on which Mr. Sanford writes is a decidedly creditable

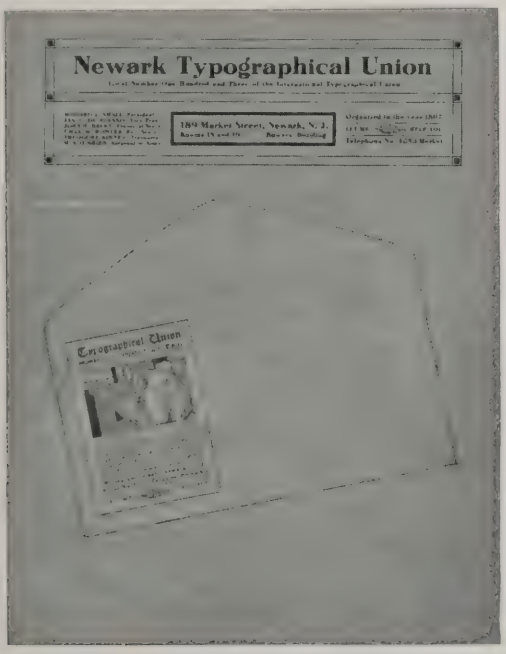


From Leo N. Sanford, Stanley, No. Dakota

piece of work and could scarcely be improved upon. At the same time, however, he sends a note head for his own company printed on a "brick wall" background, and another of the same variety for another firm, these two jobs being decidedly out of harmony with the general excellence of the other specimens submitted. I trust that these two are relics of a "former generation," for I should not want to think that they were recent specimens.

* * *

Arthur H. Farrow, Newark, N. J., sends a letter head and envelope for the Typographical Union of that city, which are remarkably well designed for the

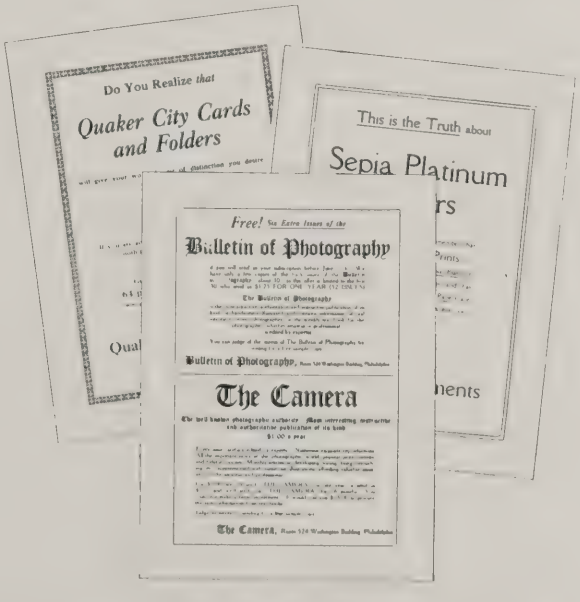


purpose. There is perhaps little necessity for having so much matter on an envelope, but at the same time it helps to square out the panel and makes a very attractive piece of printing.

Edwin C. Warren, La Harpe, Ill., is the compositor who is responsible for a large broadside advertisement for one of the stores of that city. It is set in advertising style and looks as though it might have originally been a double-page advertisement in a paper. It would have been improved by somewhat more uniformity in styles of type, but this is not always possible on a large piece of work like this, turned out by a small office, where fonts are limited.

* * *

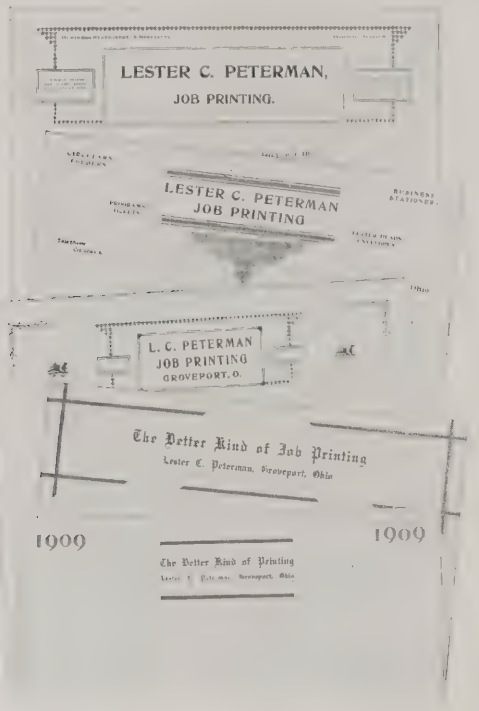
L. F. Evans, Raleigh, N. C., sends some magazine advertisements of a very good class. The weakest one in the lot is the advertisement for the Simplex Intensifier Company, which has the heaviest line at the bottom of the page and with nothing anywhere throughout the page to especially catch and hold the attention.



* * *

L. C. Peterman, Groveport, Ohio, has taken the trouble to number some of his specimens, showing the progress which he has made in typography. No. 1 was printed about two years ago when Mr. Peterman first started his office. No. 2 is certainly a decided im-

provement and is in some respects the best sample of the lot. No. 3 shows something of a reversion to the original design as shown in No. 1. No. 4 would be improved by having the rules in a much lighter shade of ink. As it is they tend to overbalance the printed lines. No. 5 is a much better setting of the same head and is from most points of view very satisfactory. I



might quote from Mr. Peterman's letter in order to show the view he takes of his work:

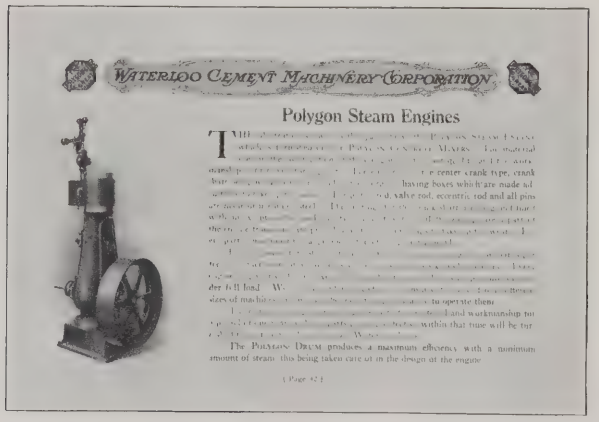
I have a small office here, and my experience is also very limited. But I am growing, and I wish to continue to grow, and for that reason I am trying to do only "Quality Printing." You will probably agree with me that all of the specimens could be easily improved.

You will notice that I have numbered the letter heads. These show what progress I have made, beginning with No. 1, which was printed about two years ago when starting up my office.

He certainly shows a progressive spirit and is apparently the kind of a man whose work will be heard from later.

* * *

I have received another catalog printed by the Stewart-Simmons Press, Waterloo, Iowa. It also has a

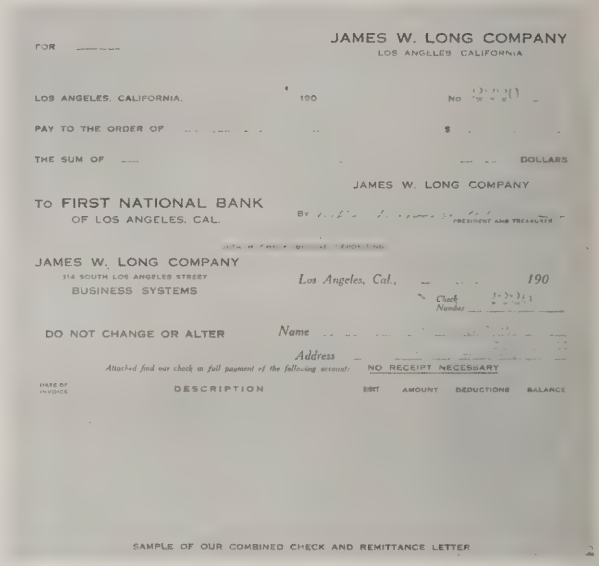


halftone running head as shown and commented upon in work from this shop last month. This head is somewhat more ornate than the one shown before, and I consider that it rather overbalances the rest of the page.

* * *

Claude Syler, Vandalia, Mo., sends in a number of specimens which would pass muster in almost any town of the size. He would do well, however, to study some of the best pieces of printing which come within his reach.

A SIMPLE CHECK AND REMITTANCE FORM



SAMPLE OF OUR COMBINED CHECK AND REMITTANCE LETTER

Not Without Honor in His Own State

INSTRUCTIVE WORDS BY AN EDITOR ABOUT AN EDITOR.

After giving a brief biography of the life of Hon. A. Nevin Pomeroy, President-elect of the National Editorial Association, the editor of the Lewisburgh, Pa., Saturday *News*, on the first page of that excellent paper, in the issue of September 4th, adds, in speaking of his recent election, the following, that contains the highest ideals of the profession, while being greatly complimentary to Mr. Pomeroy:

The editoral profession all over Pennsylvania feels proudly this distinction which has fallen upon a worthy fellow craftsman.

Mr. Pomeroy is a man of boundless energy. His Alma Mater is the university of hard work and doing things and all kinds of things and all the time. He is untiring and indefatigable in thinking out the philosophy of events. While always stepping forward he has time to be a companion and convince you that he is a man.

We found him genial and worth while years ago when we met him as a member of the Assembly at Harrisburg. And the mutual shine has never worn off.

We first saw Nevin Pomeroy twenty years ago in a printed picture in his Chambersburg paper showing the smiling face of a proud father with a baby boy on his shoulder. This picture carried its own tribute and spoke its own made volume. The believer in the holiness of home and who finds music in the babbling and prattling of a baby needs no eulogist.

From Seattle, on the shores of the western seas, Mr. Pomeroy brings back national honors bestowed upon him by a congress of men whose business is progress and enlightenment, brain workers who by press and pen saved the world to civilization and freedom and who to-day hold in the hollow of their hands the equilibrium of the political universe.

By concert of action the men who made Mr. Pomeroy their president could make any man President of the country; they could drive any man from power, make or destroy any political party or engulf the world in the horrors of war. But they prefer to walk the paths of peace and seek truth and knowledge for the enlightenment of the world by the lamp that ever burns at the feet of Minerva. The editors of America are more powerful than all the war lords of Europe with their marching armies, modern submarine and aerial navies and lyddite shells, or were the gathered hosts of the ancients with shield and battle axe.

To be at the head of this army of potential brain workers, men of courage, science, genius—philosophers and statesmen—men who prefer revelation and light to the bubble of fame or tawdry treasures, is a great honor.

Mr. Pomeroy is well worthy the distinction betowed upon him. It is a unique distinction from the fact that it comes from a source so great that it daily moulds and makes thought and leads all the world of men as certain as the tide follows the course of the moon.

And we are proud of the honor because it has fallen upon one of Pennsylvania's workers and builders, and who will wear the laurels modestly yet with dignity.

The Hudson-Fulton Celebration and New York's First Printer

A DELAYED EDITORIAL.

The following editorial was written in New York City, September 18th, for our October number, and crowded out by press of other matter, but we believe that it will still be found to contain matters of interest:

New York, where we write this, Sept. 18th, is all enthused over the celebration of the three hundredth anniversary of the discovery of the Hudson River and the hundredth anniversary of Fulton's first successful attempt at river navigation by steam. Great columns have been erected, hundreds of thousands of electric lights strung, buildings decorated with flags, and the navies of the world, or representatives therefrom, are gathering to make the occasion glorious. The papers are filled with illustrations, descriptions of the preparations and historic incidents connected with the great event. The hotels are over-run with visitors and yet the time is a week distant. We have been thinking how great a part the press has had in bringing this all about, yet we hear nothing about the first printer here, who peacefully sleeps on lower Broadway, in the church yard of the chapel to which George Washington repaired to worship, after his inauguration, a little distance up Wall Street. We are going to look at the old tombstone that marks his grave and pass a few minutes in contemplation over the wonderful advances made in printing and newspaper making since his day and send on for publication the quaint inscription chiseled to his memory before Chicago and all the country west thereof was known except as the home of Indians and the visiting place of hardy explorers, adventurers, hunters, and missionaries.

Here is the ancient inscription, on the tombstone of New York's first printer, in Trinity Church yard, as restored from the dimmed original by the Vestry of Trinity Church in 1869:

"Here lies the body of Mr. William Bradford, Printer, who departed this life, May 23, 1752, aged 92 years. He was born in Leicestershire in Old England in 1682, before the city of Philadelphia was laid out.

"He was a printer to this Government for upwards of fifty years and being quite worn out with old age and labours, he left this mortal State in the lively Hopes of a blessed Immortality.

"Reader, reflect how soon you'll quit this Stage.
You'll find but few attain to such an Age.
Life's full of Pain, Lo! here's a place of Rest.
Prepare to meet your God; then you are blest."

Copied Sept. 24th, 1909, verbatim et literatim et capitailzationem. Why the one who prepared the inscription away back in 1752 referred to the fact that Printer Bradford was born before Philadelphia was laid out must be accounted for by a rivalry between New York and the Quaker City that was so strong as to reach beyond death, affording added honor to the ashes of the deceased and possibly satisfaction to his wraith, to have the fact recorded on this tombstone that he had lived before Philadelphia existed. He, in life, probably, like the members of the press today, had been so staunch a friend and so unselfish a partizan of and worker for his city, that his friends understood that it would be a satisfaction to his ghost to see or realize that he, a resident of New York, had added some precedence to his own city above its rival by having come into existence before the rival city was laid out.

A Welcome to Editors

Lines of welcome to National Editorial Association, at Point Defiance Park, Tacoma, July 24, 1909:

BY CARRIE VIRGINIA THAW RICE.

Thrice welcome, dear friends, to this city of ours,
The city of homes, and the city of flowers,
In every breeze that goes wandering free,
Or dimples the blue of our fair Puget Sea;
In our millions of roses, of crimson and white,
That joyfully fling out their fragrance tonight,
A welcome breathes forth and a welcome endures,
A welcome, thrice welcome, to you and to yours.

Let those who will, sing of Leucadian deeps,
Illyrian woodlands and Phrygian steeps,
For *me*, I will sing of the charms that abound
Where the sun has so lavishly sifted his gold,
That the heart of the woodland is full as can hold,
And a sweep as of stately Virgilian lines
Is heard in the music of murmuring pines.

By our snow-covered mountain that towers aloof,
But waiting the stamping of Pegasus' hoof,
For fountains of bright inspiration to flow
As did Hippocrene, in the days long ago;
In the name of the Muses that people our hills,
By our streams that are fair as Castalian rills,
In the name of Tacoma's brave women and men,
A welcome, *thrice welcome* and WELCOME AGAIN!

Items of Interest

MAYOR EDWARD J. FOGARTY, of South Bend, has become general manager of the South Bend *Morning News*. It has been generally understood that the mayor had an interest in the *News* since it became a daily in March, 1908. The announcement of his connection with it as general manager is regarded as confirmation of this belief. South Bend has just completed a successful home-coming celebration which kept the South Bend newspapers busy. The *Tribune* covered itself with glory during the week by printing dozens of pictures of old-time scenes and pioneers who have passed away, accompanied by much valuable historical matter.

Harry V. Ross, publisher of the Sparta, Wis., Daily and Weekly *Advertiser*, has filed a voluntary petition in bankruptcy. The failure was caused by trying to publish a daily paper in a field insufficient for its support.

The West Allis, Wis., *Enterprise*, which has been in existence for the past seven years, has suspended publication. Fred Burke, the owner of the paper, is trying to dispose of the publication to some of the business men of the city.

The Des Moines, Iowa, Press Club has planned a series of entertainments for the winter months. A whist tournament is soon to be launched, and later a billiard tournament. W. C. Jarnagin, managing editor of the *Capital*, has been elected to fill the position as member of the executive board left vacant by the resignation of S. H. Cobb.

The Geneva, Ill., *Patrol* will hereafter be issued on Tuesday and Friday instead of weekly. The Geneva *Republican* is now issued Wednesday and Saturday, so an almost daily newspaper service is offered the citizens of the county seat.

Charles K. Needham, editor of the Washington, Iowa, *Press*, has purchased the Randall County *News* at Canyon City, Tex. This makes five papers in which the Iowa editor is interested—the Keokuk County *News* at Sigourney, the Montezuma *Republican*, the *Iowegian* at Centerville, and the Washington County *Press*. The managing editor of the Randall *News* is L. B. Christman of Chicago.

Roy Keator, publisher of the *Middle West*, a weekly newspaper, and formerly of the Chicago *Journal*, has been sentenced to serve six months in the bridewell by Judge Landis in the United States District Court. Keator was indicted several months ago on a charge of making false circulation statements to obtain second class mail rates. He admitted that in order to get advertising he had represented the circulation of his paper to be 100,000, when in fact he had but 1,000 subscribers, and that he has placed many names on his subscription lists without authority. The periodical was an agricultural journal, which he started in Grand Rapids, Mich., and later had printed in Chicago. He was formerly an advertising solicitor.

The Chicago Press League held another luncheon Saturday, October 16th, which was like the one it gave last year in the matter of distinguished guests, but unlike it in detail. This affair was an apple gathering and apple luncheon given in the gold banquet hall of the Congress Hotel. For guests of honor there were invited Mrs. Frederick Dent Grant, Mrs. Charles S. Deneen, Mrs. Charles H. Adams, Mrs. Francis E. Everett, Miss Helen Cannon and Mrs. William Lorimer.

The Women's Press League has started a campaign for 20% more pay for the school teachers. The movement is said to be the direct result of reports made to members of the Press League regarding manners and methods in which portions of the pedagogical staff of Chicago's schools were compelled to spend their vacations. It was found some worked as waiters in restaurants and did other menial work.

Claud Jarnigan, city editor of the Des Moines *Daily Capital*, and for years one of the best known newspaper men of Des Moines, will join the force of the Cedar Falls *Record* as city editor. The paper is owned and controlled by his father. Jarnigan left Des Moines for his work October 1st.

C. S. Butterworth of Aurora, Ill., has arrived at Green Bay, Wis., to take entire charge of the circulation department of the *Gazette*. The *Gazette's* circulation has increased to such proportions recently that it now requires the attention of a circulation manager. Mr. Butterworth has had several years' experience in this line of business.

Herman G. Johnson and Son, Elkins, W. Va., Manager and Assistant Manager, The Inter-Mountain Printing Co.

BOUQUETS EVEN SWEET TO AN EDITOR.

STERLING, KAN., SEPTEMBER 10, 1909.

Mr. B. B. Herbert, Chicago, Ill.

FRIEND HERBERT:—That was a mighty nice editorial mention in the September N. P.-J., and one which is greatly appreciated. Bouquets come so seldom in editorial work, that the perfume is very sweet when one is thrown our way. I find that editors are human like the rest of mankind. With kind regards, I am, Yours sincerely,

J. E. JUNKIN.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance,

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, NOVEMBER, 1909

FOR enterprise and highest excellence, the *Spokesman-Review,* of Spokane, Washington, stands without a peer among the dailies in cities of the class that it serves. A speaker at a recent convention of trade papers arraigned the daily papers as falling behind the papers devoted to the different callings, in the service rendered and of not performing the duties due to city, state and nation. He doubtless had in mind, some of the metropolitan papers in our largest cities, for he lives in the second largest city in the Nation, in which human interest is sought to be won by publishing, at great length, the details and incidents of the tragedies of life, the crimes, accidents, and outbreaking lusts and passions, to the neglect of those things that help toward improvement, enlightenment, goodness and upbuilding. He could not have had in mind the home dailies of our interior cities whose greatest effort and ever-present aim is that of useful, creative service, like the *Spokesman Review,* the *Kansas State Journal* and a round thousand of others that might well be named. On October 3rd the *Spokesman-Review* issued a most valuable number, containing seventy-six great, seven-column pages, that, while not omitting one item of important, clean, current news, gave such a showing of Spokane's advantages and attainments, and of all the attractions and opportunities of the rich region contributory thereto, as to make every reader no matter how happily located elsewhere, at once desirious of going over and abiding there. Things of good report, movements for the betterment of the community, incidents along all lines of progress, development and improvement, are given in a way to arouse human interest as thoroughly, and much more profitably, than by the stories of lawbreaking or out-breaking crimes and passions.

Commencing on the first page of this great issue and continued on the third page, as one of the leading news stories of the day is an account headed, "Sunday Schools in Great Pageant"—"Parade of Army of 12,000 Workers Makes Great Spectacle," and on the editorial page, as appropriate comment to this important event is the following editorial which might be viewed with some wonder if found in some of our great secular metropolitan dailies:

The Sunday School.

"Since that memorable July Sunday 129 years ago when Robert Raikes gathered up a class of street boys in Sooty alley, Gloucester, England, and started the first systematic movement for Sunday Schools, what a profound and splendid influence has been exerted by this agency upon the character and morals of countless millions! In storm and in sunshine, in summer heat and winter cold, in great city churches and beneath village spires, out in the forest depths and on the prairie's wide expanse, this noble influence has been exerted for religion, for morals, for good citizenship, clean living and patriotism.

It has imparted to weary millions happy memories of the clean, sweet days of childhood; and who can say how often those memories have leaped across the gulf of years and saved men and women in time of weakness and temptation. God bless the Sunday schools!"

This is given with the idea that it may more strikingly, than other quotations, illustrate the fact that no worthy interest of the community is slighted.

The advertising in this great number furnishes, through the liberal advertising patronage shown, ocular proof that the broad enterprise of the paper is fully appreciated by Spokane's enterprising business men. One leading drygoods store took nine full pages to announce an anniversary week sale. This, it is believed, is the largest advertisement ever inserted in one issue of any newspaper in the world.

* * *

Speaking about clean, serviceable newspapers; during a visit to Boston the first part of October, our attention was called to the somewhat novel daily newspaper started in that city last November and known as the *Chrstian Science Monitor,* and recognized for its cleanliness, brightness, mechanical excellence and news service and phenomenal success. It seems to have solved the question of the clean, high-toned newspaper and to have proved that neither sensationalism nor the publishing of wickedness and crimes are necessary to a newspaper's popularity. Whatever any one may think of the modern cult, no one will find anything that is cranky about the newspaper. Neatness,

harmony and worthiness are evident in every one of the pages. The paper contains fourteen full seven-column pages. The thirteenth page is devoted to a very interesting and instructive department under the heading, "The Home Forum," devoted to incidents, biographies, home philosophy, natural history, animal stories and bits of poetical selections. Five columns, six inches in depth or length, contain the only Christian Science teachings to be found in the paper and in this issue of October 20, the topic heading is "Every Whit Whole." The column to the left is devoted to advertising the paper and to the right is an advertisement of the book, "Science and Health." It is claimed that the paper has the largest number of individual paying subscribers of any daily in the world and it is sold on the news-stands throughout New England, and the sales, especially on Saturday, is large in Boston, it being bought by people regardless of creed or political affiliations. The paper, in giving the news, ignores all wrong-doing or wickedness, or crimes.

The last page is given up entirely to editorials with indented side-heads, and is surrounded by a neat border. We have reproduced the upper halves of the first and last pages as specimens of tasteful arrangement and good printing to be presented in the December issue.

* * *

Using the occasion of the Illinois State Fair in that city, the Springfield, Ill. *State Register,* issued a mammoth number on October 3rd, filled with good things about "The Greatest State Fair on Earth" and "Springfield Today," besides "all the news that is fit to print."

Right here, before it is overlooked, we want to commend the short, pithy, comprehensive index of the contents of the paper, printed in the first column of the first page, by the different sections of the paper and by pages in each. An index of contents, in this age of hurry, is of highest worth to a newspaper and not only should never be omitted but should be prepared with intelligent, painstaking care. An index of advertisements will be found profitable to advertisers and to the paper and will soon come to be appreciated by readers and be looked for as a help to the finding of the announcements of such goods or articles as they may wish to purchase. It will add to the value of the advertising and make the paper more popular as conserving the convenience of readers and showing to advertisers a desire in every way to help toward the effectiveness of their announcements.

This number contains seventy-two well filled and well printed pages and the high character of the printing is no small item and well worth the little additional cost over that of slovenly printing and careless makeup.

The *Register* is a clean paper, standing for things that are for the best and highest interests of city and state. It is timely and progressive. It's editorial page shows that every interest of the people receives full and intelligent attention. The first editorial in this issue is an excellently written, practical, impressive sermon on cheerful giving and here is a sentence containing a thought and sentiment that will be good for editors as a suggestion as to the spirit and manner in which they should say and print words for their readers, for a newspaper man is a giver, not on special occasions and holiday and Thanksgiving anniversaries, but all the year around:

> There are those who can say, "Good Morning" with such enthusiastic emphasis as to make the two words of tangible worth—as if they carried with them gold certificates that would be accepted by the bank.

It is not alone what a newspaper says but how it is said, with what spirit of love and earnest, unselfish sympathy, interest and goodwill, that counts. It was in our mind to go through all the departments of this model paper and to give the good points for the benefit of our newspaper readers, but the task is Herculean and the editor has aided us, in part, at least, by the following truthful statement in an editorial which shows that he has the right view of a newspaper, practicing what it preaches, through telling of its valuable features, as advertisers in its columns are urged to extol the good qualities of their own goods that they offer to the public:

> To our 17,000 or more regular subscribers, and to thousands of others throughout the city, state and nation who will receive copies of this morning's *State Register,* we present this greatest edition of greater Springfield's greatest newspaper with pride and satisfaction.
>
> To our patrons in city and country; to our advertisers, and to all those employes in the several departments who cooperated for the successful production of this magnificent edition, we first of all extend hearty congratulation!
>
> This morning's edition of the *State Register* is an achievement. It is a triumph.
>
> We present this big edition, not as a saving and summing up of special effort which, having been expended, is but in striking contrast with the daily effort to give to the people a newspaper "worth while." The *State Register* is always "worth while."
>
> This mammoth edition is rather in the nature of a demonstration of the *State Register's* reserve force. This great force is always at work, day and night. It's pride and its inspiration is not in doing great things on special occasions like this, but in achieving great things every day in our daily *State Register* which has won a deserved reputation as—
>
> "The best *news*paper in Springfield and Central Illinois!"
>
> We present this magnificent edition this morning as an especially attractive directory to the progressive, enterprising mercantile, commercial and industrial institutions in Springfield and tributary thereto.
>
> This issue of the *State Register,* containing *seventy-two pages,* is the largest newspaper ever published in this city for regular distribution. The comic section contains four pages. There are sixteen pages of "book" paper used for printing the fine engravings. In these sixteen pages alone there are approximately 150 interesting pictures. The news sections consist of 52 pages, containing a wealth of special features of all kinds, matter descriptive of Springfield, about seventy-five cuts of officials and of sights and scenes in Springfield, editorials, and, most important of all, the local news of Springfield and vicinity and the telegraph news from every

portion of the civilized world. The entire newspaper of 72 pages contains pictures showing some of the homes in Springfield, scenes at the state fair grounds, public buildings, churches, business houses, manufacturing institutions, parks, boulevards, institutes and illustrations of all sorts. There are advertisements of all kinds, constituting in their entirety the greatest advertising representation of the business houses of Greater Springfield that ever appeared in any newspaper. Along some of the streets nearly every business house is represented. It required nearly a car load of paper to produce this edition. If we attempted to detail the number of men employed, the amount of time and work and expense, exhaustive statistics would be necessary. Over 300 miles of heavy paper, thirty-three and one-half inches in width was used in printing the edition. Altogether nearly one million pages were printed.

No Springfield newspaper ever attempted so large an undertaking. The *State Register* has achieved this success with little difficulty.

First of all, the *State Register* has won laurels as a *newspaper* because of its superiority in presenting all the news of all the world and presenting it first.

Our policy is: "Get the *news* and get it first regardless of expense."

That's why we have won our way into the homes.

As a moulder of public opinion, the *State Register* has editorially sought to the best of its ability to advance the interests of all the people. We have been sneeringly called "knocker" by the "knockers" of Springfield whom *we* have have "knocked" because they were hurting Springfield by ignoring or violating law or otherwise. We have "boosted" consistently, unflinchingly and often in the face of most powerful opposition for better conditions in politics, in official life and in governmental affairs, city, state and nation.

We have been a "booster" of decency and law—a "knocker" of lawlessness and indecency. That's why we enjoy today the co-operation of the thinking, public-spirited people of Springfield. We have enjoyed these struggles. There was a splendid satisfaction in being on the side of great fights where conscience led the way.

And because of our patronage thus won among the people and the building up thus of by far the largest circulation in the city and territory surrounding Springfield, this newspaper has become unquestionably the most potential advertising medium. It is read by more people and read more studiously, advertisements and all, than any other newspaper in Central Illinois. That's why our advertisements bring best results.

Such is not our special effort, but our daily effort.

In all this is found a world wide instructiveness for the right kind of newspaper makers and all wonderfully inspiring as well. It is written in the spirit of the "Good Morning," described by the editor, carrying conviction or genuine "gold certificates," of truth and honest, earnest good-will "that would be accepted by the bank," the people served, without question or hesitation. The Pictorial Section of this paper, printed on hard-finished book paper, portrays most graphically the wonderful advances that have been made and the perfection and beauty of Springfield's public buildings, stores and residences. It is, as designated, a most complete "Panoramic story of the picturesque and historical capital of the State of Illinois, with glimpses of her majestic public structures, her greatest industries, her most up-to-date business establishments, her grandest buildings, her beautiful parks and boulevards and her modern homes and residences" fully proving that Springfield is entitled to the appellation frequently applied, of "The City Beautiful."

Who can estimate the present, practical, as well as the historic value of such an edition of a home paper? It impresses one with the truth that no other calling of this age or of all the ages, possesses or ever has possessed the opportunity or the ability to render such broad, constant and useful service to a community, city and state and to all the people as that of newspaper making.

The Illinois State Fair was a great accomplishment this year surpassing all former years, giving instruction and inspiration not only to the farmers, whose success is at the foundation of all prosperity, but to the intelligent, progressive followers of all other industries. This great attainment was reached largely through the aid of the press. That the business men and manufacturers are ever ready to second such enterprise as has been shown by the *Springfield Register* is shown by the fact that this issue contained four thousand inches of advertising. Each copy of the paper weighed one pound and four ounces, freighted not only with all the news and the portrayal of all the institutions and interests of the city and vicinity with their development and growth, and special features of the Fair, but with this unequaled advertising representation.

George H. Tyler Dies Suddenly

George H. Tyler, a representative of the Mergenthaler Iinotype Company, was found dead in his berth aboard the westbound Nickel Plate train which reached Erie, Pa., at 8:40 A. M., on Monday, October 4th. His death was due to heart failure. He lived in Newark, N. J., and left his home the night before apparently in good health and spirits, bound for Erie on some matters of business for the company. He was a member of Zion Lodge, No. 311, A. F. & A. M., of Troy, N. Y., and on arrival at Erie the body was taken charge of by the local Masons. The remains were subsequently sent to the home of his parents in Troy, where he was buried Friday, October 8th. Mr. Tyler leaves a wife and two children. He had a host of friends throughout the State of Pennsylvania, in which territory he had represented the Mergenthaler Linotype Company for some two and one-half years. He was a young man, being only thirty-seven at the time of his death, and was one of the most energetic salesmen in the company's employ. His untimely taking away was a shock to his many friends and associates, and his visits will be missed by those on whom he was in the habit of calling.

NEWSPAPER CHANGE

Robert W. Ruhl has retired from the Rockford, Ill., *Republic* after a year's service as managing editor. It is understood that he is to associate in the publication of a magazine in New York. In the reorganization of the editorial staff, made necessary by Mr. Ruhl's resignation, Addison Schuster becomes managing editor and Laverne Miller city editor. C. L. Miller remains chief editor, as heretofore.

Among Friends. With Notes by the Way

BY THE EDITOR

HEN on business trips, we have often found much pleasure and profit in turning aside for an hour or a day, to renew acquaintance and visit old friends. One of the highest compensations of our somewhat strenuous calling, during the past twenty-two years, has been the friendships we have formed and the opportunities we have enjoyed of meeting friends in all the different parts of the country. Such opportunities of meeting comrades, in the calling or related callings, should not be neglected by any printer or newspaper maker, for they bring knowledge as well as pleasure, and exercise a broadening, humanizing and uplifting influence.

During a recent trip East, we enjoyed several such delightful reunions with old friends.

A VISIT WITH JOHN MARDER AT HIS NEW HOME AT PALISADES ON THE HUDSON.

One of these was a visit with Mr. John Marder, for fifty years a type founder in Chicago and, previous to that, engaged in the printing business at Davenport, Iowa, who is known to thousands of readers of the NATIONAL PRINTER-JOURNALIST.

With John Marder, Fifty Years a Typefounder, at His Home, Palisades, Rockford Co., N. Y.

He is now enjoying a well earned retirement from active business amidst the most attractive rural surroundings. We were in New York City and had received an invitation, through his son Walter, when at Jersey City, to pass Saturday afternoon and Sunday at his home on the Hudson.

It was September 25th, one of the great days of the Hudson-Fulton Celebration and the streets of New York City were filled with marching thousands and on-looking millions. We took the Twenty-third Street Ferry for the Erie railroad. The river was filled with yachts, excursion steamers, ferry boats and all manner of steamers and sailing vessels, passing up and back in review of the great war ships of the United States and of the world, flanking the replicas of Hudson's good sailing vessel, the Halfmoon, and Fulton's primitive steamboat the Cleremont.

Already, multitudes were gathering on the shores and occupying the banks of improvised benches, at from $5.00 to $15.00 a seat, to watch the great navy parade. The sun shone its brightest and, everywhere, buildings and boats were bedecked with national colors, and flags were flying and whistles were blowing; all was brightness and life. Arriving at the Erie station, we found that the train we had expected to make had been taken off on account of the interest in the navy parade, which had, however, lost attractiveness to us, in prospect of the afternoon with an old friend. After a ten minutes' wait, a slow accomodation train was found, that stopped at every hamlet and though the delay caused us to miss arriving at our destination on the appointed time, the ride was greatly enjoyed as it was through a region of sylvan loveliness, with beautiful villages, homes, groves, well-kept grounds and lawns, strung along the tracks as on a necklace, and shining like amethysts and pearls, with a station every mile. Over an hour was taken to make the twenty miles, but the time was not regretted, and soon we were passing over a splendid road winding through valleys and woodland, past splendid estates, not ostentatious but quietly beautiful, with substantial residences on elevated grounds with attractive sloping lawns. At the end of a mile and a half we passed through a great gate, past a little lily pond, and then up among the trees to higher ground, and we were at the new home of our old friend who stood on the step of the broad veranda to welcome our coming. We were introduced to his estimable wife and later to the daughter at home, and were made to feel at ease among friends. After rest and conversation, we were soon out with Mr. Marder seeing the place, which consists of sixteen acres, half of which is still in native trees, a primeval forest. We visited the hot-house and barn, not omitting the poultry yard, the fruit-bearing shrubbery, and the garden, and then passed through the orchard, viewing the apple, peach, and cherry trees, and admiring the grove on the north, and then returned by way of the grapery, picking and eating some of the delicious fruit from the richly loaded overhanging vines, to the house to talk of old times and distant friends.

Just over the hill and across the Hudson is the mighty city with its millions of population—the metropolis of the republic.

Here was all the quiet, all the restful country loveliness and sweet seclusion to be found anywhere in the most retired spots of our beautiful land. To us it seemed just an ideal spot for enjoying the ripened years' well-earned leisure and a rest that is blessed with nature's sweet communion, enriched and made healthful and wholesomely engaging, useful and enjoyable by the gentle labors, in God's air and sunlight, of caring for and watching over the trees and plants, the shrubbery and lawns, the garden, the grapery, the orchard and the grove, the flowers and the domestic animals and fowls—a place to pass old age serene and bright amidst loved ones, blest with memories of life's struggles and victories but away from strife, envy and noise and yet near to all the grandest attainments of the world and within easy reach of all that wealth and highest civilization and enlightenment have to offer. It is a historic region, filled with memories of the early days when Washington had his headquarters at a house not far away. Before its purchase the place had been rented and was somewhat run down, and Mr. Marder has found new vigor and improved health, as well as pleasure, in daily work in the open air, putting things to rights and making improvements. He talked lovingly of his

fruit trees and of the attentions they were to be given for their improvement.

The next day was Sunday, and we walked a mile along the rustic road, bordered on one side by the native forest trees, to the old Presbyterian Church, and listened to a sermon from an appropriate text, on the progress of the world and all the wonderful possibilities, suggested by the celebration in the great city just over the river. In the morning the home was gladdened by the presence of the married daughter of Mr. and Mrs. Marder, with her husband, a leading lawyer of Brooklyn, and their two children, who pass their summers here, and who had been over in the city, the afternoon and night before, enjoying the sights and the wonderful electrical illumination.

A drive in the afternoon up the valley past great dairy farms, and over the hills and down to the Hudson, and then along the river through a continuous line of lovely villages—passing points of great historic interest as well as a picturesqueness of names and buildings inherited from the early Dutch settlers—and then back by the "highroad" home, afforded a charm in scenery and environment only to be realized by those who have traveled along the banks of the Hudson in September and witnessed all the novelty and attractiveness of its homes, and of the autumnal coloring of the rich foliage of the trees. Were we publishing other than a paper for the instructing of editors and printers in their callings, we would attempt a description. We have written this much out of the pleasure that was given us, and for the reason that we know that the thousands of friends of Mr. John Marder in the printing and allied callings will be equally gratified to be informed as to the manner in which he is passing the years of his retirement. For three months each year the family will live in Florida, the balance of each year will be passed at this delightful home, and that these years may be many will be the wish of thousands who have met, had dealings with, and received courteous, considerate treatment at the hands of the genial, kindhearted, thoughtful John Marder, during the years of his active business life.

MEET OLD FRIENDS AT NEW HAVEN, CONN.

One of the highest pleasures of our many business trips is the meeting with old friends of the U. T. A. and the N. E. A. At New Haven, Conn., we enjoyed very greatly a short visit with Messrs. Wilson H. Lee and C. S. Morehouse at the office of the former. These gentlemen are past presidents of the United Typothetæ of America, and are filled with kind memories of leading employing printers who dwell in different cities all over America, and inquired as to those whom we had recently met. Mr. Morehouse is passing golden years of leisure after a half century of successful life in the printing business, and finds happiness among the beauty spots of New England, and his multitude of friends. Mr. Lee has added to his activities as a printer and the most extensive directory publisher in the United States, the carrying on of a model dairy farm, on which he lives and which we gladly promised to visit at some future time. We had heard reports of his farm from others, and from these we know that it is conducted with all the orderliness, cleanliness and business system and method of his great printing and publishing establishment and it yields him pleasure and recreation as well as profit. The automobile has made it possible to live on a farm and enjoy all the healthful surroundings of rural life and still carry on business in a city.

AN AFTERNOON AND NIGHT AT THE HOME OF H. B. HALE, EAST HARTFORD, CONN.

We found that H. B. Hale had passed the summer with his family at his country place several miles away, coming in the morning and going out at night with his fine auto, a spin in which, with Mr. Hale and his son and daughter, through the beautiful streets and past the pretty homes of East Hartford, we greatly enjoyed. The members of the N. E. A. enjoyed Mr. Hale's presence at the convention in Seattle and on the memorable trip to Alaska. But the family are all at home now in their pleasant residence, with the printing office delightfully located on the same tract of land as the residence, facing another street and arranged with all the comforts of a dwelling house. Mr. and Mrs. Hale have an ideal family of five children, three daughters and two sons, and the mother "looketh well to the ways of her household, and eateth not the bread of idleness. Her children arise up and call her blessed, her husband also, and he praiseth her." Our own mother was a New England woman, and we may be partial, but when we say that we found this to be a well-ordered New England home of thrift, comfort and happiness, we give the highest praise that we know how to bestow. One of the little girls, whom we tried to help in her struggles with a difficult example in arithmetic, said to us, confidentially, in the morning, "We each have something to do about the house." Here is the secret of raising up children to become a blessing to themselves and others—let each have a duty to perform. It is the religion of loving service and that each one is to help, that gives object and glory to life. After an evening happily passed, we were delighted, before retiring, by pleasing music, with Mrs. Hale at the piano, the eldest daughter playing the bass viol, and Mr. Hale the cornet. No wonder that Mr. Hale is a boon, traveling companion, thoughtful of the happiness of all with whom he meets. Mr. Hale conducts only a weekly paper and job printing office of moderate size. Many of our readers have larger establishments, yet he supports a steam yacht, an automobile, takes his family to the country in the summer and frequently to Florida for a short time in the late winter, and finds time and means to attend the conventions of editors in his own state and the National Editorial Association. His office yields a good income, because he gives it personal attention, keeps his individuality back of the business, goes over his territory personally, meets customers and receives subscribers, and above all conducts the business in an orderly, systematic, economic manner. He loves the work and is never above looking to the details of the business. We had promised and had intended to reach this home earlier, and to enjoy with the home friends and neighbors the celebration of the twenty-fifth anniversary of the marriage of Mr. and Mrs. Hale, but business kept us in New York and we could only send a congratulatory telegram, and promise to be present at their golden anniversary even though business had to be put aside through permanent retirement therefrom.

The silver wedding of Mr. and Mrs. Hale was a most pleasant occasion and we were the only loser by our absence. It was on the evening of September 17th. It was blessed by the presence of life long friends. The house was beautifully trimmed with golden rod and asters by Mrs. Hale's schoolmates, who trimmed the church for her wedding, and two of the bridesmaids of twenty-five years before, presided in the dining-room. Besides the congratulations of the guests, Mr. and Mrs. Hale received many gifts, letters, and telegrams from their friends, with wishes for many more years of happiness.

We shall not soon forget our visit to the home and office of our friend H. B. Hale.

SUNDAY WITH HON. E. H. PIERCE AND WIFE AT THEIR HOME IN REVERE, MASS.

Just ten years ago we had something to say about a visit to Revere and vicinity, its town hall and wonderful beach. On our recent visit to Boston, Mr. Pierce made us doubly glad by meeting us at the United States Hotel and conducting us to his home, glad of a visit with old friends and with

renewing most pleasant memories of the former visit when we were accompanied by treasurer, James G. Gibbs, and were in Boston with the object of attending the Massachusetts Press Association and presenting a great hall clock to Past President J. B. Maccabe on behalf of the National Editorial Association. The banquet, during which the presentation occurred, was made especially memorable by the presence of Julia Ward Howe, author of the "Battle Hymn of the Republic." She delivered a stirring after dinner address on the occasion and entered into the full enjoyment of all the speeches.

On our recent visit, we went first to the office where is published the Revere *Journal* and a prosperous weekly for Winthrop is printed. The arrangement of the office is a model as to convenience and systematic orderliness. One example will suffice for illustration—and will be found to contain a valuable suggestion for other printers and publishers. Mr. Pierce has over eight hundred half tones of local people, buildings and scenes, and he retains ownership of all such cuts that he has made. These are wrapped and numbered and kept in the drawers of handsome electrotype cabinets. There is a complete card index system used, giving the name or subject of each cut, the number, and when and where used. Such an arrangement is not only convenient and time-saving but gives information that often saves much hunting through files of the paper to find the facts and data that appeared with the illustration. Mr. Pierce had commendatory words to say of the business-bringing power of the Mergenthaler linotype, finding that abundance of work comes in unsolicited from other offices, to their accommodation and to his own profit. Mr. Pierce is a native of Revere, as was his father and his grandfather before him, and his pleasant home stands upon a part of what was the old farm and orchard, now divided into city lots and covered with residences. On Sabbath morning, we all attended the old Unitarian Church, founded in 1710, and sat in the pew that has been occupied by the family for three generations, and listened to the organ which Mr. Pierce used to pump when a boy, but the organ boy of that day has been replaced by electricity. The minister preached on the text, "God is spirit," and taught how to realize his presence and beneficent influence by the wonderful works that show intelligent design as much as does a perfect building, that had assumed its beautiful completeness in one's absence, after he had looked upon the crude, shapeless material, gathered without order and in confusion around the site.

After service we wandered on the wonderful beach, maintained as a resort under the control of the State of Massachusetts, and witnessed the rolling ocean whose waves wash these historic shores. It was pretty late in the fall and cold, but the voice of the water still attracted enthusiastic bathers.

At three in the afternoon, as a contrast to the old church, we attended the church of the newest development of belief in religion, First Church of Christ, Scientist. It is a magnificent building of Bedford (Ind.) limestone, and has a seating capacity in the auditorium of five thousand people. "The mother Church," with a seating capacity of 1,100, is incorporated into the new church building and used as a lecture and Sunday School assembly room. Besides there are separate rooms for Sunday School and Bible classes and a foyer, or entrance lobby, supported by massive stone pillars, sufficient to accommodate two or three thousand people, and, in which, after the service, many of the congregation gathered in groups and engaged in conversation. We were told that the main subject of conversation is as to the cures that have been wrought during the week, and of the doctrines that have been taught in the texts read. The singing is congregational, with a lady leader, accompanied by one of the largest and sweetest organs in America. The service, aside from the singing of hymns, among which was that grand, old soul-stirring, "Prayer is the Soul's Sincere Desire," the services consisted of reading alternately passages from the Scripture by a lady elocutionist of special training and ability, that gave the deepest meanings of the texts, and of passages from Mary Baker Eddy's book, supposedly teaching truths in harmony with those of the Bible texts, by a former judge of Sioux City, Ia. At the Unitarian Church in the morning we had been taught "God is spirit." Here, by texts and readings, we were taught that man, made in the image of God, is spirit, and that the spirit is the source of and controlling force over all things; it only is abiding and eternal, all else is illusory, ephemeral, transitory, unreal.

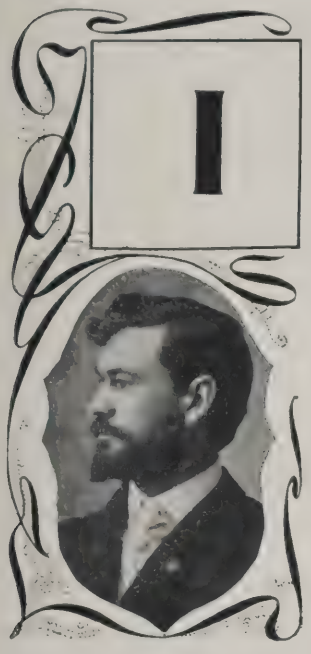
There was neither preaching nor exhortation, and the readings were the same as at the morning service, yet there were probably three thousand present. Across from the church is the great publishing house where the books and other publications of the church are issued and the *Daily Monitor* is published. It is equally massive as is the church. The location is in the fashionable Back Bay section of the city, a short distance beyond Trinity, New Old South Church and the great public library, the largest in the United States if not in the world outside of the Congressional library at Washington.

The evening was passed at the home of Mr. and Mrs. Herbert E. Emerson in Winthrop, editor of the *Sun* and *Visitor*. Mr. Emerson was married a year ago, so that it was a new home. He was a delegate to the twenty-second annual convention of the N. E. A. at Jamestown in 1907, and is a reader of the National Printer-Journalist, so that we felt that he was rightly a member of our journalist family and it was easy to find subjects of conversation of common interest. This completed a long day, and a return to the Pierce home resulted in early retirement and sound, refreshing sleep, to which the long rides, the visit to the shore and the pure, ocean air of Boston were all conducive. Of course, Mr. and Mrs. Pierce inquired about the last N. E. A. convention, as it was the first that they had missed in sixteen years, as well as about all the old members and those who went on the excursion. Mr. Pierce said he would not fail to be at the next meeting of the Executive Committee of the National Editorial Association and hoped that it would be called at an early date. One thing the association has accomplished, it has bound together hundreds of editors all over the country by the ties of closest friendship. This day in Boston will add to the others as another bright, grateful memory. Herein is our compensation. Our journeyings are all a part of our regular occupation but there is so much of good fellowship, and real enjoyment on the side, that we feel that we have made our work our constant pleasure so that we will never need to retire from business for rest, change, or recreation.

Willard J. Banyon, former city clerk, of Benton Harbor, Mich., who, during the past summer, has been connected with the St. Joseph *Daily Press*, has gone to Ann Arbor to take up his last year's work in the university. Mr. Banyon is one of the best known newspaper men in the county, having been connected with the twin city press at different times for nearly a decade. This year he will be one of the editorial assistants of the *Michigan Law Review*, a monthly magazine published by the law department and devoted exclusively to matters of legal information and subjects of interest to the legal profession.

The Champaign County *Gazette*, one of the oldest newspapers in Illinois, has suspended publication. The allegation that it has been made a personal organ, is said to have caused a lack of patronage, necessitating the suspension.

NEWSPAPER CRITICISMS



IT was once the popular opinion, and is yet among a certain few, that that which is most potent in the upbuilding of a big newspaper business, creating a wide circulation, and popularizing the paper, with the people generally, was simply making a good newspaper. In the day of least competition this was practically true, and, to a certain extent, it is so to this day; but being content only with making one's paper high class in every respect, however commendable, is nevertheless too much like the grocer who hopes to command trade merely by buying a high grade brand of goods, keeping his store neat and sanitary, pricing his stuffs right and treating his customers courteously, without advertising. The modern newspaper cannot succeed and prosper any better without advertising than can the grocer. The country weekly of today is succeeding, that is building up a wide circulation and a popular reputation, or the magazine or great daily, is the sheet that is being advertised. In view of this fact, it follows that in certain districts, then, it is not always the best publication that the masses are favoring, which only illustrates the subtle possibilities of proper publicity. I do not know if the advertising of a newspaper business differs materially from that of any other business concern; I only know that it is a very important feature of any business—as imperative in one as in another. There are a hundred efficacious ways of advertising a newspaper. Keeping a reader is quite as important as securing a new one, and one of the best means of keeping a paper's present readers reminded of the sheet's inherent virtues is through ads and locals in its own columns. This will also succeed in reaching a large class, no doubt, who are not regular readers. Care should be taken, however, not to overdo this self-praising stunt, and one should studiously avoid a spirit of vain boastfulness and braggardism. The paper's name, price and principal selling points should be kept constantly before the public eye; for any community of human beings is ever changing, and, even if it were not so, there is superlative virtue in repetition. In short, every legitimate form of advertising is good for a newspaper, and anything that causes the people to talk about the paper—provided such comment be favorable—is excellent advertising. That's why special editions and popular voting contests are so effectual.

KETTLE FALLS, WASH., August 19, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I notice you occasionally have a word to say in your journal about different newspaper make-ups—size and ad displays. What do you think of this one in a town like Kettle Falls? The undersigned is an old-time print—union—having worked in some of the leading offices in Chicago, Detroit and New York. Your criticism, either by letter or in magazine, will be highly appreciated.

Yours truly, W. H. BROOKS.

Few papers that I have examined lately have so thoroughly delighted me as has this little sheet from

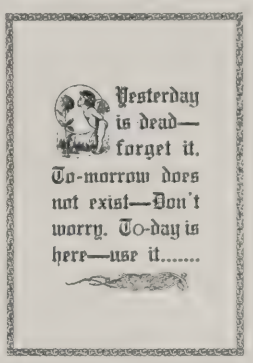


Exhibit 1

Brother Brooks. The Kettle Falls Valley *Tribune* is a four-column, sixteen-page product, into the making of which a commendably high degree of art has entered. The first page is really a cover page, containing besides the trite proverb quoted in exhibit No. 1, a complete index to displayed advertisements. The contents of the inner pages are ideal—an abundance

JUST LIKE
Finding Money
TO GET OUR ESTIMATE ON
JOB PRINTING
WE PRINT ANYTHING FROM LARGE BOOKS TO VISITING CARDS
WE CAN SAVE YOU MONEY

Exhibit 2

A WOMAN WANTS THE
Home Paper
MAKE HER HAPPY BY TAKING IT THE YEAR ROUND
A PENNY SAVED IS A PENNY EARNED
A dollar and a quarter spent at home is a dollar and a quarter that may come back to your purse soon
Subscribe now for Kettle Falls Tribune
$1.25 the year, fifty-two numbers

Exhibit 3

of local news, country correspondence, editorial notes, etc. This has all been written and edited in a style superior to the average, and given a typographical embellishment in the way of heading and makeup that cannot fail to charm the most fastidious of us. Various members of the famous Cheltenham family—than which there is none with prettier face or form—figure exclusively in the display of this neat little sheet, and with an eminent regard for white space, coupled with a master's skill for designing and displaying, in the main, the ads are all highly pleasing. Press work is entirely satisfactory. On every page this little paper shows not only much natural ability, but the loving interest and enthusiasm of the true printer. Singular,

We have recently purchased the W. J. Stambaugh's stock of goods and will carry a complete line of
Groceries
Dry Goods
Boots and Shoes
WE INTEND HOLDING A CLEARANCE SALE IN THE NEAR FUTURE AND WILL GIVE SOME CLOSE PRICES
Cranston Brothers
Kettle Falls, Wash.

Exhibit 4

too, by accident following immediately upon the introduction to this installment, here is a shop which is evidently being well advertised, as the two reproductions (Exhibits 2 and 3) demonstrate. Exhibit 4 is another neat ad specimen from this sheet. Brother Brooks confesses to be an "old-time print," and I think his handsome little paper is a pretty forcible proof of the necessity and advantage of practical men in the calling.

* * *

ELLENSBURG, WASH., August 25, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover we are mailing you a copy of the *Evening Record*, the only daily in Kittitas County, Washington. The *Record Press* took over this plant July 1 and changed the name of the *Evening Localizer* to the *Evening Record*. The two-page in this number was, I believe, the first advertisement ever run in two colors by a Central Washington newspaper. We have changed the entire style of make-up of the paper, removing all ads from front page, dropping all paid readers from among local items and revised the style of headlines. We believe that there still remains much ground for improvement, but hope you will take the trouble to point out our most glaring faults.

Very truly, THE RECORD PRESS,
J. Clifford Kaymor, Bus. Mgr.

And today, chiefly by virtue of the several innovations inaugurated by the new management, as outlined above, the *Evening Record* is one of the finest little dailies coming out of Washington—a state that is fast becoming famous for excellent printing and high class newspapers. The upper portion of its attractive title page may be seen in exhibit 5. A very good news

THE EVENING RECORD
ELLENSBURG, KITTITAS COUNTY, WASHINGTON, THURSDAY, AUGUST 5, 1909
HAY PRICES ARE HOLDING ABOVE 1908 QUOTATIONS
PARODI COUNCIL MAY ATTEND FAIR IN SPECIAL CAR
WOMAN WHOSE EFFORTS CAUSED SENSATIONAL NAVAL INQUIRY
SCHOOL REPORT SHOWS INCREASE OVER LAST YEAR
SWEEPING CHANGES ARE MADE IN THE ASSESSORS ROLLS

Exhibit 5

service is offered by the *Record*, and both the editorial and reportorial work is good. Presswork compares well with that of the average, and the mechanical makeup is considerably above that commonly met with in this class of lesser dailies. The two-color, double-page advertisement (Exhibit 6) mentioned in the foregoing letter, is a creditable piece of work, the uniformity of face and style maintained throughout be-

Exhibit 6

ing particularly correct and pleasing. Undoubtedly there is, as the brother suggests above, still some room for improvement in the *Evening Record*, but as regards faults, if indeed this paper has any at all, they are surely not "glaring," but well subdued—so well subdued, in fact, that I have failed to detect one.

* * *

LYNDEN, WASHINGTON, August 21, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending herewith check for a few months' subscription to the NATIONAL PRINTER-JOURNALIST. The magazine is a hummer and your department is especially worth while.

Under separate cover we are mailing you, for criticism, the last four copies of the *Tribune*. You will notice that when we are not tied down by contract, we are following your ideas in regard to making up ads.

Of our first page we are especially proud, and would like your opinion regarding it—whether it agrees with our own or not. Yours,

ROBERT QUILLEN, Foreman.

With my whole heart I can reply to Brother Quillen, that the beautiful first pages of the several copies of

the Lynden *Tribune* with which he has favored me, meet with my heartiest approval in every detail. It is difficult for me to make a selection for reproduction here, but have taken one purely at random (Exhibit 7.) If one were not satisfied that he is in his full normal condition of mind, he might fear that such an ideal front page as this possesses seductive hypnotic

The Lynden Tribune

M.W.A. ANNUAL PICNIC IN LYNDEN, SATURDAY, JULY 31

BIG BERRY PROFITS

HAY CROP IS LIGHT

PROGRAM AND NOTES

Exhibit 7

powers compelling admiration of everything else about the paper, and, while I'm the last to deny the subtle influence of the excellent suggestion, still I realize that all the deep regard I feel for the balance of this sheet is real and well merited. Contents, typography, impression, advertisement composition, and practically every feature of the *Tribune*, is jolly near the perfection mark. And not by any means least among these is Editor Dan Cloud's work. His "Tribune Cozy Corner" is a veritable master-piece of its kind. Seldom have I read an editorial department in a country weekly

Seasonable Merchandise

Mitchell and Studebaker line of wagons

Special Bargains in silks for 1 week

LYNDEN DEPARTMENT STORE, Inc.

Exhibit 8

more nearly ideal—for seldom does a country editor get so near the hearts of his readers and write so truly confidential. Because of the simple fact that few of us possess the happy faculty of doing so. Country weekly editorial work is a fine art — becoming more and more important as times and conditions change. With practically every modern household possessing its dailies and its multitudes of magazines, it becomes virtually a waste of space and energy for the average country editor to endeavor to mold the opinion on issues of state; but there are homelier subjects—subjects nearer and dearer to the hearts of rural readers—all neglected by the daily paragraphers and magazine writers, that the alert country editor can seize upon for his

FARMERS' MERCANTILE CO

$1.75 to $3.00 a pair

stockings that wear

12 1/2 cents
20 cents
25 cents
35 cents
and
50 cents

$2.50 value for $1.48
$1.50 value for 98
$1.00 value for 68

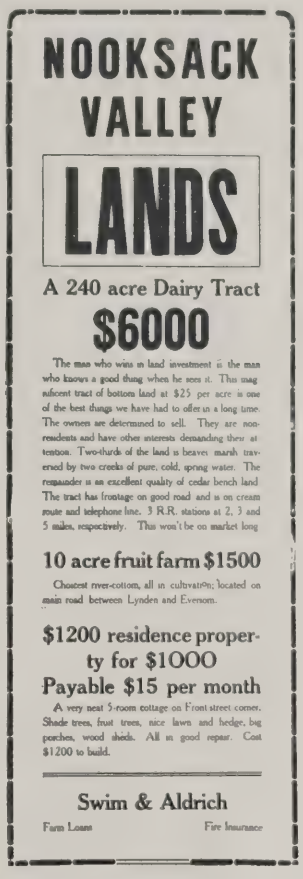
More bags and suit cases

Suit cases from $2 up

FARMERS' MERCANTILE COMPANY

RELIABLE ADVERTISERS

Exhibit 9


NOOKSACK VALLEY

LANDS

A 240 acre Dairy Tract

$6000

$1200 residence property for $1000

Payable $15 per month

10 acre fruit farm $1500

Swim & Aldrich

Farm Loans Fire Insurance

Exhibit 10

weekly themes, which cannot fail to not only catch and hold the interest of his readers for the time being, but must eventually endear him and his paper to the various households into which it goes. Such are the themes that occupy the editorial columns of Dan Cloud's *Tribune*. And take a look at these delightful ad specimens (Exhibits 8, 9 and 10.) The honor in these is probably all Foreman Robt. Quillen's.

* * *

O. Byron Copper, De Soto, Wis.

COON RAPIDS, IA., August 29, 1909.

DEAR SIR:—I mailed you under separate cover, August 25, three copies of the *Enterprise* (June 11, June 18, and July 9). I wish that you would point out the weak spots in Garst's two adds of June 11th, Speicher & Baugh's adds of June 18th and July 9th.

Your recent criticisms have been of a great help to me in the way of ad building. Yours respectfully,

T. E. WEST.

All of the advertisements to which my correspondent has directed attention are first class specimens of composition, being especially well planned, correctly displayed and skillfully whited out. They are all fashioned along those neat, simple and conservative lines

that can be heartily recommended for everyday use. These ads are practically without "weak spots," unless perchance, those black underscores could be so termed.

Exhibit 11

Exhibit 12

As a rule, underscoring weakens, instead of heightens, the conspicuity of the words under which they are used.

* * *

CARRINGTON, N. D., September 5, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Have just finished reading a sample copy of the interesting and instructive N. P.-J., and the thought has struck me that possibly a letter used last month by this paper might be of value to some of the boys who have run up against similar conditions.

Have been here about four months, and am pleased to say that home advertising is steadily improving. The merchants here had never been educated to using newspaper space. They are liberal spenders for bills, circulars letters, etc., but have considered newspaper publicity a waste of money. In desperation I fired the enclosed letter to them and the results were satisfactory—not exactly by direct contracts brought, but it had the effect of starting them to thinking. Believe by giving them other letters at times the *Independent* will carry the amount of advertising it should.

One considerable mistake made in the enclosed contract was in the amount of space to be used. It should have been double, or else left blank to suit the needs of the business to be advertised. Respectfully,

GEO. P. COLLINS.

Am also mailing you a copy of the paper—not necessarily for criticsm although it would stand much of it.

The subject of increased advertising support, or the means of increasing newspaper advertising as a direct check to mail order buying, is surely one of considerable moment to every newspaper man, and certainly of appropriate interest in this department; and therefore, Brother Collin's communication comes as a very welcome contribution. As both of his letters are of considerable length, and the two combine so nicely in a complete explanation of his scheme for increasing his advertising support, that I deem it unnecessary to further burden these columns with explanatory comment, but present the circular letter in full as follows:

DEAR SIR:—We will sign a legally binding contract with any merchant in Carrington to insure the carrying out of the following proposition:

A contract will be entered into for one year's advertising. The merchant must agree to use at least five inches of space for his store news *every* week, preferably quoting prices therein; the ad must be changed at least once in two weeks; the amount of space contracted for must average at least ten inches weekly.

On our part we agree: To write the adds, if requested; to boom the town and the principle of home trading. To refuse to publish ads from mail order firms in lines that conflict with home advertisers. *To refund every penny without quibble or bellyaching, at the end of the year if there has not been a satisfactory and material decrease in the amount of mail order business in your line going out of Carrington.*

We do not know of any way in which we can show more confidence in the *Independent* as an advertising medium. The refund of money clause is bona fide. We could not make this proposition if we did not know:

1. That newspaper advertising in the right paper is the the cheapest advertising.
2. That the *Independent* is such a right medium—double the circulation of any paper in this section.
3. That mail order patrons can be converted to home buyers if persistently and consistently solicited.
4. That one great reason why this is a notorious mail order town (according to the statements of local merchants) is because the business men in Carrington are equally as notorious as poor newspaper advertisers.
5. That mail order houses continue to prosper more from aggressive advertising than from cheaper prices or quality of goods.

The direct cause of our making this offer at this time is the fact that our attention was forcibly called to the evil effects of mail order houses on local merchants last week when one man walked into a bank and bought a draft for over $175 which was sent to a Twin City house. That amount of money from one man would have made a fair entire two days' business at a majority of the business houses of Carrington at this season of the year.

It is the desire of the publishers to give Carrington the best weekly newspaper in the State. There is no question but that a strong local paper is a great advertisement for the town. We invite comparison of the *Independent* with any paper published in a town this size in North Dakota. It takes money, though, to put out the paper we all want.

In this letter we are not making the slightest appeal to your charitable nature. It is a strictly business proposition with us and should be with you. We absolutely agree to dedeliver the goods. If our theory is correct—and we are risking several times what any single firm will risk—the cost of the advertising will more than be paid by your increased sales. If our theory is not correct you can have your money back. You can not lose. Will you put a stronger guarantee on your goods?

We enclose with this letter a specimen contract covering the conditions set forth above. We are desirous that you sign this contract at once that you may receive the full benefit of the heavy trade that is certain to follow the coming harvest. Yours truly,

INDEPENDENT PUBLISHING CO.,
Geo. P. Collins, Managing Editor.

As all must agree, who have taken the trouble to read it, the above is an especially well worded document and represents a plan that I am not surprised if fruitful. Such a proposition, of course, requires an implicit confidence in newspaper publicity, a knowledge, forsooth, that one's paper will bring results for its advertisers; but without such an intelligent confidence, no editor need hope to get his rightful share of business. I shall be pleased if Brother Collins will keep us informed as to further results of his effort to arouse his home merchants in regard to the use of *Independent* advertising space.

The Carrington Weekly *Independent* I find to be such a paper that its publisher need feel little trepidation in offering it to the scrutiny of even a more particular critic than I. It is an extremely well printed all-home quarto, with contents of such an abundance and of a class and style that one seldom sees surpassed. A superlative news-service, covering a wide field and including headed stories, local and personal mention and neighborhood news reported by a staff of correspondents, is the *Independent's* shining virtue, but not its only virtue, for the editorial department is really worthy of the columns of a greater sheet. Every line is written with an inspired hand and every word emanating from a mind rich in thinking power and intelligence. Nor is this sheet's excellence confined alone to its literary features. Its typography too, is wholly as delightful generally. The first page is as nearly

correct in every detail as I could have dictated it, and this covers not only the mechanical makeup, but everything else as well. (Exhibit 13.) The advertisement

Carrington Weekly Independent.

Exhibit 13

composition is all neatly and attractively done, and with perfect presswork crowning the glory of this worthy sheet, there is little left to be desired. In exhibit 14 I reproduce a full column advertisement that is only one of several commendable examples to be

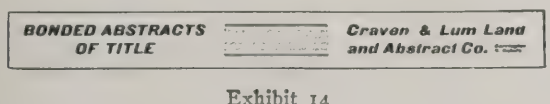

BONDED ABSTRACTS OF TITLE — Craven & Lum Land and Abstract Co.

Exhibit 14

found in the *Independent's* well made pages. This is indeed a paper well deserving the most liberal support of its home merchants and citizens. May its prosperity increase and its excellent standards never grow less.

* * *

DODSON, LA., September 4, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—By this mail I am sending you under separate cover several copies of my paper, the Dodson *Times*, extending over quite a period of time, showing our style of headings and make-up, etc.

I am sending them to you that you may examine them and criticise them, offering any suggestions as to improvement that you may see fit.

I am a subscriber to the NATIONAL PRINTER-JOURNALIST and read it with great pleasure, and I trust profit. I always make it a point to read your department and think it one of the best features contained in the PRINTER-JOURNALIST.

We are printing an eight-page paper now, using four pages of ready-print, but did not have only one of the eight-page ones to send you.

With best wishes and hoping to hear from you through the NATIONAL PRINTER-JOURNALIST in October, I remain,

Yours truly, JOEL T. PAYNE.

I am highly pleased with Brother Payne's paper, because it is a live sheet, containing much good reading matter, including the local news and editorials. The typography is particularly praiseworthy, as the reproduction of the first page (Exhibit 15) and that of the advertisement (Exhibit 16) will ably demonstrate. I

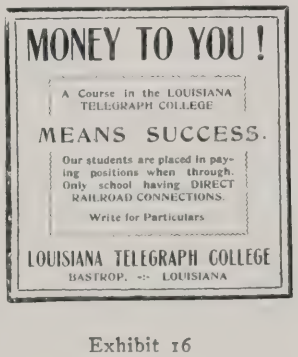
The Dodson Times.

JACKSON PARISH PEOPLE WANT NEW COURT HOUSE

EAST DUGDEMONIA STING ING CONVENTION MEETS

Exhibit 15

call especial attention to the artistic arrangement of the first-page matter. Two four-inch double-column ads appeared at the bottom of this first page, I am sorry to say, one in each corner, but as they were both passably neat, and inasmuch as so much artistic taste was employed in placing them, I have not the spirit to censure them too severely. By the way, this is another paper that believes in advertising itself through


MONEY TO YOU!

A Course in the LOUISIANA TELEGRAPH COLLEGE

MEANS SUCCESS.

Our students are placed in paying positions when through. Only school having DIRECT RAILROAD CONNECTIONS.

Write for Particulars

LOUISIANA TELEGRAPH COLLEGE

BASTROP, -:- LOUISIANA

Exhibit 16

its own columns. The presswork is good, showing that skilled hands attend to the making of this paper from the writing of the "copy" to pressing. I am glad of the privilege of reviewing it and hope to see it many times in the future. Brother Payne will find his interest in this journal and this department increasing in just the degree that he continues to patronize these columns.

* * *

(A press of matter has compelled the leaving over one-half of this department to December.—EDITOR)

As a result of the change in name of the Des Moines, Iowa, Women's Press Club, active newspaper and magazine women who are employed down town will probably start a separate club, retaining the old name, Des Moines Press Club, which was recently abandoned in favor of Women's Press and Authors Club.

AMONG THE ASSOCIATIONS

"IN UNITY IS STRENGTH"

N the whole world of human endeavor, nothing else is more promising of advancement, improvement and upbuilding than that of the friendly meeting, uniting and conferring of men of all callings, of all worthy movements and undertakings for mutual enlightenment and helpfulness and the advancement of individual and common good. This, above all else, is prophetic of the final conquest of good-will, of a broad, active, practical fraternity and mutual, intelligent service and helpfulness that pressage the dreamed-of period when peace, founded on justice and equity and the full recognition of individual, community, commercial, industrial, social and political rights, shall cover the whole world as the waters cover the mighty deep. Without this, there can not be either industrial or world peace.

Our attention is naturally directed to the efforts that are being made through the organizations of publishers, editors and printers—representing callings that are peerless among all the pursuits of men in power and the broad influence exercised over society, government, trade and the industries.

The pages of the National Printer-Journalist have borne testimony for now nearly a quarter of a century as to the increase of organizations, and their growth in power and influence, yet we can not record all, but endeavor to give the high lights, the things of real value. This month, we tell of the extending of this idea of conference and mutual helpfulness on a national scale among the employes of a single corporation—the Root Newspaper Association—in addition to the growing organizations of independent offices and publications.

Since September 20th we have had the pleasure of attending five conventions, all in the interest of printing and newspaper-making, as follows: The Printers' League of America and the Federation of Trade Press Associations of the U. S. in New York City, and First International Cost Congress of Employing Printers, the Inland Daily Press and Illinois Daily Newspaper Association in Chicago. All these were signalized by the earnestness of the members and the many particularly useful and informing papers read, discussions had and facts elicited.

PRINTERS' LEAGUE OF AMERICA

On September 23 and 24th, we enjoyed the pleasure of being present at the banquet and during one-half day's session of the Printer's League of America and of listening to the addresses and discussions of both the employes and the employers. It was the initial convention and resulted in the adoption of a Constitution and By-Laws and the election of officers. The attendance, outside of the members of the New York branch, was very small, yet it was asserted that responses had been received from some three hundred who had expressed their good will and interest.

An address by Charles Francis of New York, who was later elected president, stated fully the facts as to the inception of the League, "Its Meaning, Its Accomplishments. The Need of It," and what was hoped to obtain through the convention.

Mr. Francis said:

"Whatsoever a man soweth, that shall he also reap, and he that soweth the wind shall reap the whirlwind, but he who soweth peace shall of that seed reap prosperity and lovingkindness.

"For centuries mankind have had a tendency to take advantage one of the other, and a selfish spirit has greatly governed our actions. A certain kind of selfishness is not to be deprecated, but there is a selfishness which is despicable and should not be tolerated. It is this latter spirit which has from time immemorial sought to create an aristocracy to rule by force, contrary to the interests of any individual, community or nation.

Of late years this has been a mooted question between what is termed capital and labor, or employer and employee, and the countries throughout the civilized world have sought a remedy for existing evils with more or less satisfactory results.

Some hundred years or more since began the present antagonistic relations of the modern age between employer and employee, and they began to look upon one another as natural enemies.

The employer sought to extract from the employee the utmost amount of labor of which he was capable with as small a remuneration as was possible, and this resulted in a dissatisfied workman, who in turn endeavored to give as little as he could for the wages paid, and subsequently led to the combination of the workers ostensibly for mutual advancement and to care for their sick and needy. This movement developed in a way toward the advancement of labor and was consequently fought at every turn by the employer, so much so that strikes and lockouts became a constant source of trouble and affliction to both parties, costing this nation alone about a billion of dollars during the twenty years from 1880 to 1900. Many efforts were put forward to check this disastrous warfare in England, Germany, New Zealand and Australia.

Germany and New Zealand appear to have succeeded in establishing systems by which these conflicts are avoided, and by somewhat different methods reaching the same end.

Germany managed to organize the printing trade, both employer and employee, into a solid body comprising ninety per cent of the business, and any unfair dealing between employers, employees or between employer and employee is taken in hand by the combination and settled by tribunals established and working in districts as apportioned, approved by the crown and upheld by the courts. Of this movement, however, the speaker has only gathered his statements from observation and hearsay, but of the movement in New Zealand knows the causes which led up to the only government that has had the temerity to come out on the compulsory arbitration proposition to settle all differences arising between employer and employee. In a recent conversation with an employing printer from New Zealand, the speaker asked whether they now had much trouble from the unions, and the answer was, "Unions! There are no unions. The only union is the government." He was then asked how the country was getting along on this enforced arbitration law, and answered by the statement, that "both employer and employee were well satisfied and the prosperity of the country was never at any time as great as at present."

Among the speakers at the banquet of this new League, at Hotel Astor, Sept, 23rd, Rev. Theo. Henderson, pastor of

the Hanson Place M. E. church, Brooklyn, and John F. Oltrogge, President of the International Brotherhood of Bookbinders, especially took the broad and altruistic views, necessary to success in any undertaking where equal justice depends upon the mutual considering of and acceding to the rights of those whose interests are seemingly opposed, in that, on one side services in labor are rendered and on the other side are paid for in money which, if honest, is only accumulated earnings from labor performed, though possibly of a different character. Rev. Henderson spoke of the obligations of full service and of the ever-existing and ever-present rights of the third party or the public served alike by employer and employe, while President Oltrogge spoke broadly of the brotherhood of man, and the universal obligations ever existing and growing out of this relationship.

The other speakers at the banquet were: George L. Berry, President International Printing Pressmen and Assistants Union; George Stern, representing the Typographical Union or "Big Six" of N. Y.; Edward J. Carroll, Chairman Executive Committee of the Printers' League.

J. J. Little acted as toastmaster and introduced each speaker with informing and pleasing remarks. The following was the program of the addresses of the convention:

"The League; its Inception, its Meaning, its Accomplishments, the Need of it and what it hopes to attain through this Convention," Charles Francis; "The Economic Importance of the League Movement," Joseph J. Little, chairman Joint Conference Committee on Arbitration of the Printers' League of America; "Organized Labor and Publication Work. Spreading the League Doctrine to the Bookbinders—its result," John F. Oltrogge, president Bookbinders' League of America; "The League and the Apprenticeship Question; Abuses and Remedies; Making the Apprentice a Good Mechanic," William H. Van Wart, recording secretary Printers' League; "Past Trials of the Employer, Unaffiliated, and Remedies Possible Under Closer Adherence to League Principles," Oswald Maune, first chairman Executive Committee of the Printers' League; "Ends to be Obtained by the Electrotyping and Stereotyping Trades through the Spreading of the League Idea," H. J. Home, president Electrotypers' and Stereotypers' League; "Affiliation of the International Typographical Union and the National Printers' League of America—its Meaning to the Settled Commercial Peace of the Printing Trade," James Lynch, president International Typographical Union; "The League, the Pressman and Prosperity," George L. Berry, president International Printing Pressmen and Assistants' Union; "The Effect Possible on Local Conditions by a Closer Bond of Union Between the Employer and His Men. The League as a Possible Remedy for Existing Evils," James Tole, president of Typographical Union No. 6; "Amicable Relations with the Employer—what they can Mean to the Conscientious Employee," Peter J. Dobbs, president New York Pressmen's Union; "Master and Man; Peace and War; Prosperity and Adversity—How they are Viewed in the Union Ranks," John P. Mines president Franklin Association of New York; "The League Movement as Viewed by Trade Journalism," W. B. Prescott, of the *Inland Printer,* of Chicago, Ill.

There were discussions and extempore speeches by delegates and others and the following officers and committees were chosen:

President, Charles Francis, New York City; First Vice-President, John W. Hastie, president of the Chicago Employing Printers' Association, and manager of the mechanical department of th American Newspaper Association, of Chicago; Second Vice-President, J. J. Harrington, Oakland, Cal.; Secretary, D. W. Gregory; Treasurer, Wm. H. Van Wart.

Executive Committee, the officers and Messrs. Neale, San Francisco; R. E. Donnelly, Indianapolis; J. W. Kelly, Cincinnati; T. A. Raisbeck, New York; F. J. Quinn, Rahway, N. J.

Ways and Means Committee was nominated for election by the national body as follows:

J. J. Little, New York; J. A. Habey, New York; C. J. Crawford, New York; Mr. Clark, Newark, N. J.; C. J. McCoy, New York; Mrs. L. M. Wise, New York.

The Convention adjourned to meet in Chicago in 1910.

PUBLISHERS OF TRADE AND TECHNICAL PAPERS CONSULT.

The Fourth Annual Convention of the Federation of Trade Press Associations of the United States, held in New York City, September 27th and 28th, was especially educational and in every way valuable. The program and arrangements could hardly have been improved upon. It is difficult to discriminate, where every number on the program possessed great excellence, in the lines covered thereby.

To our way of thinking, the paper of peculiar, if not of highest value, was on the subject "The Large Service of the Trade Paper to its Subscribers" by Charles G. Phillips. The fact is that this idea of service and how to make the papers most useful and effective both for advertisers and subscribers were made prominent in all the papers and discussions.

No one who reads the account, elsewhere in this issue, of the very practical results of the convention in Chicago, of the employes of the Root Newspaper Association, needs any additional assurance that a paper by Charles T. Root, president of that Association, on the subject, "How to Inspire the Staff —Something about Conventions of Officers and Employees" was of great and practical value, interest and instruction.

"How to Create Favor for the Trade Paper" was presented by J. Newton Nind, a former president of the Federation. He advocated combined effort through a publicity bureau to make known the work of the trade press and the value of advertising in trade papers and the reasons. The discussion resulted in the appointment of a committee to carry out the plan. Some two years ago, the Minnesota Editorial Association entered upon some such a scheme or plan for educating home merchants in the value of the home newspapers in promoting local trade. There is a great lack of information and understanding among manufacturers and dealers as to the utility of advertising as an agency for the creation of new business, as well as regards the general good constantly being accomplished by the papers for improved methods that bring growth and prosperity, increasing the demand for merchandise, machinery, implements and manufactures, as well as the ability to purchase. The other subjects presented and discussed at this convention were:

"The Changing View of the Trade Paper Advertiser and the Publisher's Duty in Consequence." Discussion led by John A. Hill, publisher of the *American Machinist,* the *Engineering and Mining Journal, Power* and the *Engineer.*

"The Printing Situation," John Clyde Oswald, publisher of the *American Printer;* "The Paper Situation," Arthur C. Hastings, president American Paper and Pulp Association; "The Trade Press Outlook," Emerson P. Harris, of *Advertising and Selling;* "The Relation of the Business and Editorial Departments," Discussion led by Robert I. Clegg, of *Castings, Wood Craft,* etc.; "Developing a New Field." Discussion led by Henry S. Bunting, publisher of the *Novelty News.*

The New York organization, branch of the American Trade Press Association, tendered the visiting delegates a theater party on the evening of September 27th, to the play "Is Marriage a Failure?". The settings of the play were especially attractive, the incidents were amusing and the outcome was pleasingly illustrative of the success of marriage as a helper in all the vicissitudes of private life. It proved a grateful

rest from the arduous work and discussions of the convention. A banquet was enjoyed on the night of September 28th, presided over by Charles T. Root in a most pleasing manner. He introduced the following members and speakers.

A Few Words from our Retiring President.

A Few Words from our President Elect.

"The Postoffice," Hon. Edward M. Morgan.

"The Editor," Hon. Chas. F. Moore.

"The Business Man as a Prophet," Rev. Dr. N. M. Waters.

Resolutions of thanks to the officers, committees and to the American Trade Press Association of New York were adopted and the following officers were elected for the ensuing year at the closing session:

President, Chas. V. Anderson, *Drygoodsman*, St. Louis; Vice-President, Henry G. Lord, *Textile World-Record*, Boston; Secretary-treasurer, P. H. Litchfield, *Modern Miller*, St. Louis.

Through courtesy of Oswald Publishing Co., New York

Banquet of the Federation of Trade Press Associations, Hotel Astor, New York, September 28, 1909

THE INLAND DAILY PRESS ASSOCIATION.

This Association, that is one of the oldest among daily press organizations of the United States, held an especially important meeting at the rooms of the Press Club of Chicago, Tuesday, October 19th.

B. G. Goslin of the *Daily Gazette*, Janesville, Wis., told in an able paper, "How to Secure Subscribers in the Country other than by Premiums or by Contests." His plan was to give a paper of merit with the best possible local news service regardless of expense, as compared with first year's receipts, in the locality sought to be reached; send sample copies preceding a canvas; get a good man to correspond and work for subscribers; analyze the paper to the representative so that he will understand every feature of it and its worth. As an example, he analyzed his paper, the *Gazette*, saying:

"We have telegraph news from state service which gives news of the day from every part of the state. We have Associated Press dispatches which give news from every part of the world. We have cartoons on current topics, comic features, Household Hints, and six serial stories a year, which if purchased separately, would cost three times the subscription price of the paper. We have 104 correspondents in the country, which give the news from all sections; we have a news service from the particular point we are working on, that is unexcelled. We have the Janesville news, a 'Forty Years' Ago' feature, a 'Daily Human Interest Chit Chat,' our editorials and enough features to give a man or woman a good education. And more than that—we have the advertising which keeps the public informed of the news from the stores. Many of our subscribers tell us that they save the price of the paper (25 cents a month) time and time again by buying advertised goods."

He advocates the instructing of representatives of the paper in a thorough advertising talk and, if necessary, ask that they commit it to memory, and then supplements the efforts of the correspondent with letters from the home office.

Mr. W. F. Parrott of the Waterloo, Iowa, *Reporter*, lead in the discussion of the topic, and advocated that the publisher put his individuality behind the circulation efforts, personally seeking out non subscribers. Another member had found success in first going with a canvasser for a week or so, to get him thoroughly instructed and interested in the business and enthused and then aid with sending circular letters, made as personal as possible to non subscribers, stating that the paper would be sent free on trial for a week or more and that it was hoped that the party addressed would find it so satisfactory as to then become a permanent subscriber. Get the new subscribers to form the habit of reading your paper and then follow up with solicitation by personal letters. And advertise your paper thoroughly, all the time, as you ask merchants to advertise their goods.

Other subjects were considered, but the main interest centered in the print-paper question. Addresses were made by Congressman James R. Mann, John Norris of the American Newspaper Publishers Association and Mr. Medill McCormick, publisher of the Chicago *Tribune* and a member of the committee that represented the publishers in Washington in efforts to secure such legislation as would give low duties on wood pulp and print paper so as to make available the great spruce forests of Canada. Congressman Mann

gave a very interesting review of the paper situation, claiming that a paper famine would result, if the law passed by Congress, that really raises the tariff to eight dollars a ton, goes into effect in April, as it will if some action is not taken. He urged the repeal of the law. He was chairman of the House Committee that thoroughly investigated the situation and recommended that the tariff on print paper be fixed at $2.00, which would have been satisfactory to the Canadian people, but, disregarding the report of the committee, that had thoroughly studied the whole matter for ten months, Congress made the tariff $3.75 a ton with an added provision that will advance the charge, as above mentioned to over $8.00 a ton on April 1st. Mr. Mann seemingly blamed Senators Frye and Hale of Maine and Senator La Follette of Wisconsin for the unfortunate legislation that has led the Canadian authorities to retaliate by prohibiting the export of wood pulp from that country. These gentlemen, it seems, represented their boroughs or states instead of the nation, or rather certain interests in their states. It is some times a question whether or not there is, in fact, any general government in the United States so far as the House and Senate are concerned. Each member represents, trades and "log rolls" for his constituents, for his district or the leading interests therein with little care as to the general good, but no one represents the Nation as a whole.

The address of Mr. Norris was broadly useful and informing, not only as to the tariff and its effect in causing the prohibition of the export of pulp wood from Canada to this country but as to economies that may be practised in the use of paper. He contended in favor of standardizing paper, using the width of paper in rolls of fifty-seven inches with weight of 32 pounds to the ream of paper, 24 x 26 inches. and for that purpose employing nonpareil column rules and narrower page margin, making the outside margin 5-8th of an inch and the margins between pages 9-8ths inches. He stated that dailies by adopting this plan had saved from $1,500 to $75,000 a year and no one would have noticed any difference in appearance. He showed the great economy in the manufacture of paper by the standardization in width of rolls, weight, color, surface and quality. Machines can turn out a vastly greater product at a lower cost. It saves changing the machines for varying runs of different sizes, weight and quality. He claimed that there should be improved methods of manufacture, through skilled, trained workers and especially equipped superintendents, saving among other things, waste of materials. Mr. McCormick confirmed all that had been said by Messrs. Mann and Norris, and complained of arbitrary and inconsiderate and unfair treatment at the hands of Speaker Cannon, who had placed himself, with an emphatic "damned if there shall be" against investigation or action. He spoke with much feeling and claimed that while his paper, as he had declared to Mr. Cannon, could stand the rise in paper stock, it would prove injurious of not disastrous to many other publications.

After discussion, the Association passed the following resolutions:

Resolved, That we, the members of the Inland Daily Press Association, urge upon congress such changes in the tariff provision on pulp and print paper as will insure a full supply of pulp-wood for American paper mills. And be it further

Resolved, That we approve the text of the proposed letter to the president, herewith contained, in the matter of print paper, which letter has been approved by the representatives of the American Newspaper Publishers' Association, and the officers of this Association are authorized to sign a copy of that letter in our behalf.

In substance, the letter, which was called out by President Taft's speech at Winona, Minn., states that the President had been misled, by designing men, into a blunder to the changing of his previous attitude on print paper and as to what the Mann committee had recommended and the House approved. It is further charged in the letter that the fixing the tariff on print paper at $3.75 a ton has caused the Province of Quebec to prohibit the exportation of its pulp-wood and that many American paper mills must close or move to Canada and that the country is now in a fair way for a trade war with that country, and industrial disturbances which will involve business of interchanges amounting to $285,000,000. per annum, and expresses the hope that the President will find some method of rectifying the mistake into which he was led.

Frank D. Throop, publisher of the Muscatine, Iowa, *Journal* is President of the Association and as such, signed this open letter to the President.

THE ILLINOIS DAILY NEWSPAPER ASSOCIATION.

This is one of the active organizations of daily papers that has pardonable pride in the good work that it has accomplished for its members. The President, Henry M. Pindell is proprietor of the Peoria, Ill., *Evening Journal* and is prominent in Illinois journalism as well as in politics, having represented his party, as delegate at large from the State,

H. M. Pindell, Peoria, Ill., Evening Journal
President Illinois Daily Newspaper Association

at the last National Convention. He commenced newspaper life in Indiana as publisher of the Wabash *Times*, but in 1889, he founded the Peoria *Herald*, and in 1897, he purchased two of his contemporaries, the Morning *Times* and the Morning *Transcript*, the latter he combined with the *Herald* and sold the former to the *Journal*, and in 1902, he sold the *Herald-Transcript* and bought the *Journal* which he now publishes. He is forty-five years old, a native of St. Joseph, Mo., and a graduate of the De Paw University at Green Castle, Ind., and is a hustler in his business and for his association, which holds its meetings in the different cities of the State, for the benefits in every way secured, but this year held its annual convention in the new and elegant six-million dollar La Salle Hotel in Chicago. The sessions were in the College Room beginning at 11 A. M. Oct. 19th. Twenty-

seven members attended. Routine business, with report of Treasurer Miller, was first tranacted. An invitation to meet with the Inland Daily Press at the Chicago Press Club, was declined on account of the well filled program, that would consume all the time, but a committee of conference was appointed to extend a counter invitation to be present at the session of the Illinois Dailies in the afternoon and to bring any resolution adopted as to the print paper contest for consideration and joint action. The letter from John Norris to President Taft was then considered, but its adoption was opposed on the grounds that it was not couched in respectful terms and a committee was appointed to draft a suitable communication along the same lines but with more consideration of the exalted office of the President of the United States. The committee reported but later the action of the Inland Daily Press Association was substituted therefor, President Pindell submitted a resolution as to a primary election law which, after discussion and slight modification, was adopted as follows:

"*Whereas,* Justice and popular sentiment seem to demand a change from the old caucus way of selecting candidates by parties, owing to the frequent and irremediable abuse of the same; therefore be it

"*Resolved,* By this Association, that it heartily endorses the avowed purpose of Governor Deneen of Illinois to secure if possible the passage of a primary law, giving the voters of the parties an opportunity to choose their candidates by vote, thus giving the people the same opportunity in selection that they now enjoy in election."

MCCORMICK ENTERTAINS.

The morning session adjourned at 12:30 to the *Tribune* office where a complimentary luncheon was tendered the Association by Mr. Medill McCormick, publisher of the Chicago *Tribune*. The luncheon was served in the composing room and was one of the most enjoyable features of any meeting yet held, and highly appreciated by the members. After a splendid luncheon, Mr. McCormick gave an informal discussion of the newspaper problems from an evening, morning and Sunday issue standpoint. His talk was full of convincing information, reflecting an insight into the conduct and point of view of a great newspaper, pungent with advice and heralded some changes, modern life is making a necessity in newspaper contents, and finally subjected himself to a cross-fire from the members. A vote of thanks was tendered Mr. McCormick by the membership and a new mutual friendship was formed by the occasion.

TUESDAY AFTERNOON SESSION, OCT 19th.

ADDRESS ON SCHOOL OF JOURNALISM.

At 3:45 the afternoon sesion was called to order and an address was listened to by Mr. Walter Williams, Dean of the School of Journalism of the Missouri University, at Columbia, he being the guest of the association. Dean Williams' address was a "news story" of the great work he is conducting for the profession in his school, and was given with the idea of enlightening the membership as to the advisability of this association going on record favoring the establishing, or rather the broadening out of the present course in Journalism, now being given at the Illinois State University. The address was excellent, convincing and made friends of many of the members for the present movement in this state.

Dean Williams was followed by Prof. E. M. Halliday of the department of English at the State University, outlining something of the work now being done in newspaper teaching.

President F. D. Throop of the Inland Dailies was next presented to the meeting, with the resolution on the Norris letter, with added resolutions and slight changes.

A. W. Glessner followed with an invitation for all members of the Association to make themselves at home at the Chicago Press Club, and for which he would be glad to issue visitors' cards at any time.

On motion of Mr. Rees a rising vote of thanks was tendered Dean Williams and Prof. Halliday for their addresses.

Mr. Baldwin moved that the Association place itself on record as favoring the installation at the Illinois State University of a full course in journalism, together with the equipment necessary to give practical education in the work, and the Association's approval was evidenced by a committee being appointed, consisting of Messrs. Baldwin, Rees and Sterling to co-operate with the University people in getting the necessary appropriation for the broadening out of the present course.

President James of the University next happened in and made the membership a talk on the University and its property values in comparison with Harvard University. Mr. Norris also came in and made a brief talk in explanation of his letter and expressing his fears of a trade war with Canada unless something was done to lower the tariff on wood pulp.

The report of the special committee appointed to form suitable letter to give Mr. Norris the desired aid was next read, but after hearing Mr. Norris the membership concurred in the Inland letter, and President Pindell was instructed to write an identical letter with the Inland, only send the communication as one direct from this Association, instead of signing the Inland letter.

The session adjourned at 6 o'clock.

TUESDAY EVENING BANQUET.

At seven o'clock in the evening a banquet was served, to which most of the members responded and the feast was all that could be desired, with some splendid informal talks thrown in. President Pindell introduced J. Stanley Browne, editor of the Rockford *Star,* as toastmaster, and he served "in his usual winning way." Reminiscences of Prentiss and Bill Nye were given by Col. Wm. Lightfoot Vischer, of Chicago; some original "stuff" served by the Poet Laureate of the American Lumberman, Mr. Douglas Mallock; and a talk on ethics by B. B. Herbert of the NATIONAL PRINTER-JOURNALIST. Other interchanges of "confidences" and stories were made by Messrs. Sterling, Rees, Cobb, Townsend and Wheeler.

WEDNESDAY MORNING SESSION, OCT. 20TH.

The session convened at 10:45 and an address on foreign advertising by Mr. James Verree of Verree & Conklin, special agents, was thoroughly appreciated and much valuable information secured. Mr. Verree convinced those present of the real value of foreign advertising as a big revenue producer, and not being a side issue or by-product, and he told how to get it. The Association tendered him a vote of thanks.

The "Question Box" or replies to inquiries for topics to discuss, was next up, and the queries taken up one by one. Among them was print paper and a quotation of $2.16 net was the lowest noted, but that was for 80-ton lots. $2.22 to $2.25 seemed to be the average quotation at this moment, and a reluctance on part of manufacturers to contract at that.

The election of officers followed, and President H. M. Pindell of Peoria *Journal,* was again pressed into service owing to his good work, and the other officers were also re-elected as follows:—Vice President, C. C. Marquis, Bloomington *Pantagraph;* Secretary, V. E. Joy, Centralia *Sentinel;* Treasurer, W. W. Miller, Quincy *Whig;* Directors, Thomas Rees, Springfield *Register;* H. E. Baldwin, Joliet *News;* E. E. Bartlett, Rockford *Register-Gazette.*

The meeting adjourned sine die at one o'clock.

Process Plates for Color Printing

BY LOUIS FLADER, ADV. MANAGER, BARNES-CROSBY COMPANY.

EVERYONE is aware of the ever increasing demand for illustrations of every nature. The newspapers were perhaps the first to discover the public's desire to see pictures. They immediately catered to it and the greatest newspapers of today are the ones using the most illustrations. Whether their greatness rests upon this fact alone, is a matter open to discussion. It may be only a coincidence, but it's a fact nevertheless. The magazines were glad to follow the example set for them and were in turn followed by publishers generally. Manufacturers, wholesalers, jobbers and retailers were quick to see the drift of things and next availed themselves of illustrations. Nowadays, if a business man employs printed salesmanship—advertising—to sell his goods (there are but very few who do not) he invariably illustrates either the goods themselves or the selling talk. This idea is carried to such proportions that you may now take up a stove catalog and find it a work of art, made so entirely by the illustrations printed therein. Engravers can make a thing of beauty and consequently a joy forever, out of an article or subject. While the demand for illustrations is continually increasing, no branch of it has grown to the proportions assumed by three and four color process plates. In employing this method, we can photographically reproduce a copy or object in its natural colors. Practically every color, shade and tint can be obtained in but three or four printings made from the same number of plates. The method and the results obtained thereby are truly marvelous to the layman.

For the better understanding to readers of the NATIONAL PRINTER-JOURNALIST, a treatise on three and four color process work follows. While science has done a great deal to help the manufacturer, it has done comparatively little to assist the sales department. Universities throughout the world are daily dispensing knowledge, carrying on endless research and delving into the mysteries of chemistry, to help in the manufacture of things we need. This has been done to such an extent that we may say manufacturing is comparatively easy. How about selling? What has science done and what is it doing to help sell the goods on the one hand that it helps to manufacture on the other? It has at least done this. It has enabled the man with something to sell to show a picture of his wares in one or more colors, in fact an exact reproduction of it. It is said "Suggestion rules the world." What better form of suggestion exists than to appeal to the sense of sight? To show a man a pleasing picture of an article suggests its use to him and eventually results in sales.

From its inception, three-color process work has always been surrounded with a certain air of mystery. While buyers of engravings have become familiar with a number of trade terms used in connection therewith, not many understand their real meaning or the process itself. Theoretically at least, it is claimed that all colors can be made with a combination of the three primary colors, yellow red and blue. This is not absolutely true in practice but will answer for the purpose of illustration.

To begin with, a colored copy containing whatever colors it may, is placed before the camera to be photographed. By the old method of color photography called "indirect," the procedure is as follows: First, the colors must be separated, namely a negative must be made containing all the yellow tones in their proportion, another containing all the red tones, and the third containing all the blue tones. In each one of these operations, it is not only necessary to retain the particular color wanted, but the other two colors must also be eliminated. Dry plates are used in the making of these color-separation negatives.

At this step, we have separated the colors from each other, but since they must be printed from halftone plates, halftone negatives are necessary. As a negative cannot be made from them without reversing tone value and the image as well, an intermediate step is therefore necessary. Thus positives are made on glass to preserve register, since paper will either shrink or stretch during the process of developing. From the positives, three halftone negatives are made which are printed on copper, etched, engraved, finished, etc., resulting in the three color process plates.

It is seen from the foregoing that nine photographic operations or negatives are necessary in the making of a set of three-color plates. The disadvantages connected with that system consist in the amount of time required, materials consumed, loss of color values, lack of register, etc., all due to the repeated photographic operations. Consequently process-workers have been experimenting for years to evolve a system of direct color halftone photography.

Such a method has been discovered and perfected in Europe, and has been operated very successfully for several years. When tried in America, it invariably resulted in failure. About a year ago, a young German, Theodore Freundorfer by name, came to America and introduced his collodian emulsion system of direct color halftone negative making. It worked successfully from the beginning.

The Barnes-Crosby Company of Chicago, one of the very few engraving establishments that make and sell three and four color process plates to the public, secured Mr. Freundorfer's services and installed his process. They are more than satisfied with the results.

To the general public and printers in particular, this means that they can now purchase three and four color process plates outright, receiving an accurate reproduction of the original copy in quicker time than ever before. Color work has been so systemized by this firm that any first class printer can get good results from their plates. This should make a new departure in color printing. Heretofore, firms making a specialty of three color process plates have uniformly retained ownership of the plates, merely selling the printed matter.

The Editor at Westerly, Rhode Island

On the return from our delightful trip through New England, visiting New Haven, Hartford, Springfield, Mittencague, Westfield, Holyoke, and Boston, traveling a good deal on motor cars, to enjoy the enrapturing autumnal beauties made immortal by America poets and writers—Longfellow, Whittier, Emerson and others—we stopped at Westerly, Rhode Island, and Mystic, Conn., two among the lovely cities of "The land of the Pilgrim's Pride."

Westerly is noted all over the land, and all over the world for that matter, wherever printing is done, as the place of manufacture of Cottrell presses.

Filled with memories of a delightful hour passed in the place and in viewing the factory of the C. B. Cottrell & Sons Co., eighteen years before, following the convention of the United Typothetae of America at Boston in 1891, we stopped over to renew acquaintance and to note improvements. Previous to our visit in 1891, we had witnessed the working of the first offset press, that automatically changed tympans every fourteen or fifteen impressions, or as de-

sired, in the office of the *Youth's Companion,* we were interested in seeing these machines in the making.

On our last visit we passed through the factory with one of the three brothers, now conducting the works and were pleased to note the advances and improvements that had been made. We could not refrain from remarking as to how gratifying to the sons of the late C. B. Cottrell, who commenced making presses here fifty-five years ago, in a small frame building, must be the expansion and present satisfactory condition of the business. It indicates the great progress in printing and publishing that has been made with the consequent demand for improved machinery. We believe that no small proportion of this is to be credited to educative journals like the National Printer-Journalist, that have recorded every advance and taught the better and more effective, successful and improved methods of business management and printing, as well as to the enterprising press builders.

We gave a view of the greatly enlarged works in our October number but, as magnificently as the illustration showed the great extent of the plant, it gave little idea of the improved new machinery and appliance for manufacture that are seen by a passing through the establishment. It takes many ingeniously designed and costly machines to make the different parts of an up-to-date printing, magazine or newspaper press. Men of inventive genius of the highest trained ability in mechanical engineering and draughting, are all the time employed. Success has come through the use of system and brains for most advanced and perfect accomplishment. To us such an establishment is a constant wonder and joy as we witness what skilled men have wrought. To furnish the best possible means for most perfect, rapid, and useful production, is highest service and worthy of honor.

We cannot here enter into any attempt at detailed description, but those who are acquainted with Cottrell printing machines, like the one installed in leading offices throughout the country, can easily imagine what we witnessed of busy workmen operating the machines turning out the parts and perfecting the wonderful products for shipment to all parts of the country when we state that every portion of the great buildings are fully occupied and that it is necessary to run both day and night shifts of operators to meet the increasing demand. The city is attractive and interesting but to us the shops were the more instructive. The business office is well arranged, fitted up and furnished in the most neat, convenient and substantial modern style and worthy of mention, but the shops are where the wheels go round, the buzz of industry is heard, and the things of creative force are produced and finished with loving care in workable perfection and beauty.

* * *

Improvement and the meeting of all possible demands are becoming more and more the efforts of all leading manufacturers. The National Machine Company of Hartford, Conn., for so many years makers of the popular Universal presses, have found that there is demand for platen presses of a larger size than 14 x 22, and, accordingly, have designed and are manufacturing a press 17 x 25 inches. There are many large forms of job work that can be best printed on a strong platen press of this size and the press will be found convenient in newspaper offices for running off single-page supplements or illustrations when the press of matter makes this necessary and smaller papers in city suburbs or villages will find it applicable to their needs. It will pay to consult page 744 in this issue and find out the facts with regard to this large press and other manufactures of cutters, creasers, etc., made by the National Machine Co.

Relation of the Credit Man to the Printer

BY F. Y. NORRIS, J. W. BUTLER PAPER COMPANY, CHICAGO. ILL.

ALL business is started for the purpose of selling its products, whatever that may be, and, whether we realize it or not, every operation is a part of the sale. A sale, properly made, takes into consideration every stage of it from the time it is booked until the bookkeeper puts the red line under the cash entry. Upon the credit man rests the responsibility of knowing how well the sale has been made. He must know, not only the financial strength of his customer, but also how this sale will effect his business. He must follow to a certain extent, his goods beyond his customer to that party we have heard so much about, "the ultimate consumer." He must know something of how well his customer has sold, or will sell, his product. If he detects a weakness anywhere, it is his duty to point it out and do what he can to correct it. If he cannot correct it, and it will work harm to his customer, he should refuse the order, although he might be able to collect for it.

In the complex operations of business, the extension of credit seems to be an absolute necessity. The average merchant of today thinks more of, and will do more for, a customer who buys on time and pays promptly when the account is due, than for a customer who pays cash on delivery. This, of course, is not as it should be, but perhaps it would not be difficult to find the reason for it. Credit makes business transactions easier because it gives opportunity for both the buyer and seller to check for errors before settlement, and, above all, brings them together in such close relationship that the seller can do those little things that please his customer and win for him succeeding orders unsolicited.

Credit continues to be a mutually desirable help to business transactions just so far as the customer is not, under it, assuming obligations that he cannot then meet or, without question, meet at maturity,—in other words, in proportion as it is not a source of capital.

All this applies to commercial transactions as distinguished from banking. A bank's business is largely made up of loans. The interest accruing from these loans is one of the greatest sources of its profit. The bank itself furnishes only a small part of the capital used in its business. The deposits of its customers furnish most of it. That is why the size of the balance carried, rather than the amount deposited, measures the desirability of a banking account in the estimation of a banker. It will at once be seen that a very small percentage of profit on the whole moneys handled gives a large return on the capital stock which forms the basis of dividends.

Much has been said about the building up of a cost system, the outworkings of which will be satisfactory to the banker. Can it be in the minds of those men that the troubles of the printer will end as soon as he can make a loan from his bank? Can it be that any man here would advise the average printer to make a loan from his bank even if he could? Can we not, if lacking in experience of our own, learn from the experience of others? Have we so soon forgotten the lessons of 1907, when the bankers not only refused all help to the borrowing public but even refused to pay out moneys on deposit? Let me urge you to be careful what word goes out from this meeting on that point. Borrowing money from the bank is like taking strychnine—sometimes just the thing to do but extremely dangerous unless done with expert knowledge of its effect, and surely fatal if in too large doses.

In commercial lines, the capital is limited to that invested or borrowed at interest rates, and it follows that the margin of profit must be much larger than that of the bank, and it is equally apparent that a commercial house cannot afford

to loan its working capital to its customers in the form of credits beyond its regular terms or extended discounts.

Commercial credits are not all alike. A manufacturer making seasonable goods finds it of advantage to ship his product early and give long dating in his billing rather than provide warehouse space and make the great effort necessary should he try to ship just at the time goods are needed. The grocer, however, will not sell his sugars except on close terms. Between these two, there are almost as many different terms as there are kinds of business.

In fixing terms, probably margin of profit should have first consideration, but next to that comes the character of the product. It is reasonable to ask a year's time on the purchase of a press, but not in buying ink. The press is bought as a whole, because it is the only form in which it has any operating value, and not because of reduction in cost. In buying ink, however, for other than immediate use, the object must be speculation, and speculation is the last thing to be thought of in connection with the other man's money.

In business, the merchant is constantly tempted to overcome his competition by giving more liberal terms than have been offered, but in proportion as he listens to this will disaster stares him in the face. Giving longer terms destroys the stability of business in that it unsafely expands it beyond the ability of the capital upon which it rests.

Too many have the idea that it is shrewd business to buy on as long time as possible, but you need only casually to study the lives of those men who stand out unquestionably successful in business, to see that the very reverse of that is the keynote of success. Written all over their history, you will find, not "how much time," but "how much discount." They do not discount because they are successful, but are successful because they discount.

The value of discounting bills is not measured alone by reduction in cost. In fact, to a small or new business, that value sinks into insignificance when compared to the good resulting from the close study of every detail of the business to make discounting possible. You do not know of many men who have failed in business while they were discounting their bills. Gentlemen, I say to you, as I say to every man seeking for credit for a new business, if you want insurance against failure,—*discount your bills.*

I do not say that a business cannot be successful without discounting. Many have been strong enough to succeed against greater odds than the loss of discount, but I do say, without fear of contradiction, that no man has reached the full measure of his success before he takes advantage of cash discounts. You will agree with me in that statement and intend to reach that basis sometime. Any man who operates at a net profit, and does not go outside of his capital through over-expansion of his business, or unwise extension of credits, can discount his bills. If any man does much business at a loss after attending this Congress, he does not deserve discount, or even to be in business.

Aside from knowing the cost of his production, the printer should have terms,—30 days should be the limit, and no discount. A printer cannot afford to give cash discount, because too large a part of his product is labor, and discount was never created to apply to labor. Right here, let me say that cash discount, based on other than interest rates, is all wrong, and our allied trades are extremely slow in recognizing that fact.

As I have stated to you before, establish terms, and let those terms mean something, both to you and your customer. Time of payment is as much to be determined at time of contract as price. I do not mean that it is practical to arbitrarily fix terms and have every one yield to them. You have a limit below which you will not go in your price. In the same way, have a limit beyond which you will not go in the matter of terms. State your terms, and, if they are not satisfactory, and cannot, within reason, be modified to be so, you have the opportunity of avoiding an unsatisfactory deal.

In the larger cities, the newspaper publishers do not attempt other work than publishing papers, while in the smaller cities and country towns, the publisher does job printing. In publishing a paper, the principal source of revenue is advertising patronage. As the value of the advertising is based upon circulation of the paper, that must be built up without too much thought of cost. The natural result is, that much loss comes, and not unexpectedly, from unpaid subscriptions; from being perhaps excusably lenient in the collection of subscriptions, it is easy to fall into the serious error of letting job printing bills run indefinitely.

Many of these country papers are started for political purposes only, and, while the backers hope the expense of running will not be burdensome, they yet are prepared to be called upon for more or less deficit. In such an office, the job printing is looked upon as something to help in reducing the amount to be made up, and the average politican will give far more thought and study to a political contest than he will to printing costs. All of this creates a demoralized condition of the job printing business in that town, and no credit man should aggravate this situation by letting such a customer do other than pay promptly for his supplies.

A doctor, through his long study of cause and effect, as relating to life and health, becomes expert in his ability to diagnose disease; also in his ability to advise as to what are, and will be, healthful conditions. In the same way, the credit man knows those things that affect the life and health of business.

A baby comes to your family, and you are at a loss to know what is the best food. Do you go to the grocer, the butcher or the candy man for advice? No, you go to the doctor. Why, with equal wisdom, do you not go to the Doctor Credit Man to find out what is best for your infant industry?

If something appears to be wrong about your business, go to an experienced credit man and get his advice. Tell him all about the headache in your finances, but do not neglect to tell him about the slow circulation in your collections. Tell him all about your profits, but, at the same time, tell him about your starvation prices. Tell him all about the bad conditions in your sales, but go into minuter detail in describing the paralysis in your operating department.

In proportion as he knows all of the conditions surrounding your business, either through your having frankly told them to him, or by his having the ability, through experience and intuitive knowledge, to drag out of you the information, should he be able to give you sound advice.

In choosing the credit man to go to, if you select one who has had wide experience, you need have no fear that he will advise bleeding for an already impoverished business.

The part the credit man has in the making of conditions, either for good or for bad, is as difficult as it is important. Not only does it require long training and wide experience, but more than all, a fixed purpose and the ability to say "No" at just the right time.

So long as men in buying goods will threaten to withdraw their trade unless given all they ask in terms; so long as salesmen refuse to recognize the part payment has in a sale, and so long as credit men are looked upon as enemies to the Sales Department, so long will there be errors in credit giving. However, when we take into consideration the small percentage of loss resulting from careful credit-giving, we must all admit that, when it comes to honesty and integrity of purpose, the printing trade occupies a position second to none.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Mr. J. H. Taylor, formerly manager of the Keystone's branch house at Detroit, who has been in California for the past two years, returns to his former post about November 15th. Mr. Taylor is a Michigan man and has been connected with the Keystone for the past ten years. He is accredited with having more friends among the printers and publishers of Michigan than any other printers' supply man in the State, and they will doubtless give him a hearty welcome when he returns to his old home.

* * *

The American Sugar Refining Company, Jersey City, N. J., have recently installed one of the high-speed Brown & Carver Automatic cutting machines made by Oswego Machine Works, Oswego, N. Y.

* * *

Many printers visiting New York for the celebration took advantage of the invitation and found much of interest to repay a visit in looking through the typographic library and museum, as well as the Foundry which is the largest and most complete type founding plant in the world.

* * *

One of the most artistic and really beautiful pieces of printing in connection with the Hudson-Fulton Celebration was the souvenir issued by the American Type Founders Company. The two historical cuts representing the Half Moon on the Hudson and Fulton's first trip were reproduced from the original paintings and printed in three colors. The souvenir was also embellished with other cuts especially designed for the purpose, including the Wright and Curtis aeroplanes and the dirigible balloons.

* * *

AN EXCEPTIONALLY HANDSOME BOOKLET.

The American Type Founders Company have recently mailed to every printing office in the country an illustrated catalogue, descriptive of the Chandler & Price Gordon Press and other products of the Chandler & Price factory. This is deserving of more than a passing notice for it is an exceedingly attractive and beautiful piece of printing. The title page might well serve as a model. We fancy that more than one printer will adapt to his work some of the clever little stunts which mark this booklet as an example of exceptional typography.

It is of course printed in Cheltenham, in common with so much of the best printing of today, but it is something much more than a typefounder's specimen, for no printer can miss the message that each and every Selling House of the American Type Founders Company carry the Chandler & Price presses in stock ready for immediate delivery. That is the end and aim of the booklet, but there is no doubt but that the Foundry will reap the benefit from issuing such an unusually handsome booklet.

* * *

PLEASING THE ADVERTISER.

Nothing is more profitable in newspaper publishing than the acquisition of the art of pleasing the folks who pay for advertising. Nothing pleases the advertiser so much as finding that his advertisements are pulling in business. Too many publishers fail to please the advertisers by neglecting to exhibit an intelligent typographical interest in the composition of the advertisements.

Is it not true that the style of nearly every advertisement is indicated by a compositor who cannot be expected to have personal interest in the advertiser. Hence we find the advertisement commonly lacking in personality, the type thrown together without discrimination, one man's advertisement just like the other men's, and consequently the advertising pages are flat, stale, unattractive, if not repellant.

Yes, there are advertisements in nearly every paper that reaches us that owing to bad typography are repellant—driving away instead of attracting business. The publisher should see to it that every advertiser's space is utilized to the best typographical advantage, with a view to meeting the eye of the buyer. There is another set of eyes the well or ill-displayed advertisement meets—that of the man who pays for it; and if he sees it possesses personality or individuality he will be pleased to your subsequent and continuing profit.

We know that many publishers have achieved financial success by personal attention to this important factor in the profitableness of an advertisement. Type is now selling in weight fonts at low prices. Since the American Type Founders Company adopted the plan of selling its latest display faces, such as the Cheltenhams and scores of others, at the same low prices asked for plain body types, the expense of equipping a composing-room with ample advertiser-pleasing types is reduced to the minimum.

This is a favorable time for the publisher to wake up typographically.

* * *

Mr. F. M. Bashelier, formerly general manager of Tubbs Manufacturing Co., is now connected with the Keystone Type Foundry with headquarters at the Philadelphia house.

* * *

SMALLER OFFICES INSTALLING LINOTYPES.

The smaller job printing offices in the cities, and the country newspapers, are apparently awakening to their opportunities. According to figures recently given out by the Mergenthaler Linotype Company, 1,062 Standard Linotypes and 274 Junior Linotypes were sold during the year which ended September 30th. As many of the former and all of the latter were single installations, i. e., one machine to a plant—it would seem to indicate that more and more the setting of type by hand and all other methods of mechanical composition are giving way to the Linotype or slug-set way. The handling of composed matter in slugs has so many manifest advantages over matter composed of individual type that it is bound in time to supplant any other method.

* * *

UNITYPE EASY TERMS.

In putting the Unitype Typesetting machine upon the market, Wood & Nathan Company are offering unusual terms: The Unitype is sold with 400 pounds of type and all necessary appliances for $1,500; only 10 percent need be paid at the time of installation and the balance is spread over a period of three years in regular monthly payments; or it can be leased for five years (with the same down payment) at $22.50 per month, and at any time within three years the lease may be converted into a purchase applying to the purchase price all the money theretofore paid for rent, upon paying $4 per month for the time during which the lease contract was in force.

These terms are so easy that no one can longer afford the expense of hand composition, no matter how low the wages of hand compositors may be. The machine is especially adapted to the needs of the out-of-town publisher, and the kind of help ordinarily found in offices of this character can readily learn to operate it.

THE DEGRADATION OF AN ART.

The American Type Founders Company adds another chapter to its advertising campaign in this issue, and this message is worthy the careful attention of every wide-awake appreciative printer. These plain, every-day "talks" on questions of vital interest to the printer are making a big hit and this one entitled, "The Degradation of an Art," is one of the best yet. Every lover of good printing has on more than one occasion felt the shivers run down his back at the wretched typography, imperfect characters and poor printing resulting from the use of inferior casting type.

To quote the concluding paragraph: "What would the master printer of the past think of the books printed today? What will the master printer of the future think of the books printed today?"

* * *

A NEW SCOTT PRESS AGENT.

A. F. Wanner & Company, 340-42 Dearborn St., Chicago, have secured the agency of the Scott Improved News and Job Drum Cylinder Printing Press; for the states of Illinois, Indiana, Michigan and Wisconsin.

This machine was designed especially to meet the demands of the publishers of daily and weekly newspapers in the small towns and cities. No pains or expense have been spared by the manufacturers to make this the finest machine that can be produced for the work and it is only by the large quantities in which they are being built that they have been able to produce a machine of far more value for a comparatively small amount of money.

The frame is of the box construction, the bed drive is Scott's new patent mechanism, which entirely dispenses with any joint in the bed driving shaft. The distribution is rack and screw and table. There are four angle rollers, each with a steel vibrator and a top rider. Delivery is tapeless. The grippers are the new patent safety motion, which absolutely prevents damage when grippers are left in wrong position. Air chambers are equipped with automatic relief valves. Material is of the finest grade. Finish is of the best.

All the adjustments are conveniently located and can be quickly and accurately adjusted.

* * *

BIG TYPE ORDERS.

An interesting bit of news is contained in one of the full-page advertisements of the American Type Founders Company in this issue under the caption, "The Tide Has Turned." An order for 6,000 pounds of type from one book printer, and orders for 22,000 pounds of type from one of the largest book publishers in the country is of more than passing moment.

It is a very clear indication that large publishers are awake to the necessity for the very best foundry type in order to secure fine printing. Yea and something more than that, for it is likewise evident that these same publishers have found that the possible saving of a small amount in the item of composition by use of casting machine type, only resulted in actual increase in the total cost on account of delays and expenses of preparing forms for electrotyping, expensive make-ready, and constant expense of replacing badly defaced and defective letters.

* * *

VISIT TO THE FACTORY OF WALTER SCOTT & CO., PLAINFIELD, N. J.

One of the most interesting incidents and pleasures of our recent journeying in the East, was a visit to the model printing press manufacturing establishment of Walter Scott & Co., Plainfield, N. J., of which this paper recently contained an illustrated description. Our last previous visit was made with the members of the National Editorial Association of the United States in 1894, following the ever memorable convention at Asbury Park. The representative editors, publishers and printers, delegates to the convention, were then surprised and pleased with the extent of the works and the great variety, superior quality, completeness and adaptability of the printing presses complete and in course of construction, as they were also gratified with the kind words of welcome and the reception and entertainment extended by the much loved Walter Scott, since deceased, but worthily succeeded by his sons. The surprise would be greater now, if these same delegates could visit the factory again and witness the enlargements made, the new machinery that has been installed and the new and improved printing machines that are being manufactured in addition to the regular lines

The wonderful increase in the circulation of magazines, farm and trade journals and newspapers, has made a demand for the production of machines that will do more rapid work and cover a wider range. Walter Scott & Co. have kept pace with the demand. Mr. I. Scott, who has succeeded his father in the management, and who had been prepared for his responsible position by a thorough and broad technical education and by five or more years of training and experience in the mechanical engineering, draughting and other departments—conducted us through the different shops. His complete knowledge and descriptions made us to understand, and every step revealed how new conditions have required the production of new machines of ten times the value of those previously used, even by the greatest magazines. There were machines being completed that would print, gather, stitch, cover and deliver, counted, great magazines, farm and other journals, at a rate ten times more rapid than it was formerly possible to run one single form of sixteen pages on a flat bed press. This has been attained by the introduction of the offset device and the development of the rotary printing machines in a way to do the work on rotaries that was formerly only done on the flat bed presses. To aid in the accomplishment of this more rapid and complete work, the Scott Company had the valuable aid of their long years' of experience and high attainments as builders of rotary printing machines and lithographic presses. The shops presented a busy scene and while the size of the plant has been doubled, the value of the output must have been increased at least sixfold, and yet these costlier machines are vastly more profitable to buyers with publications of large circulation, for one machine does the work of ten of the old style presses, besides doing the binding and delivering the books complete. Later, we expect to give a full description of one of these new machines with illustrations. In the meantime, if any of our readers wish samples of the work done on these machines, the same can be obtained by writing to Walter Scott & Company, Plainfield, N. J. Of course the Scott Company manufacture all the various lines of presses that meet all the varying offices and newspapers of all sizes, and will make any machine in the printing line that may be ordered. Everything is made from the "News Drum" to the "Speed King" Rotary as will be more fully understood by carefully reading the Company's announcement on page 741 of this issue.

CENTURY OLD-STYLE.

The American Type Founders Company are showing in this issue specimens of the new Century Oldstyle, an oldstyle without a hair line. This is the latest design in an oldstyle face, and the foundry makes the prophecy that Century Oldstyle will have the largest sale of any oldstyle ever designed.

* * *

The Managers of the various houses of the Keystone Type Foundry made their annual visit to the general offices in Philadelphia the week of September 27th. This means renewed activity in the Keystone selling forces all along the line.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

WANTED—LADY COMPOSITOR TO PURCHASE INterest in live weekly paper in thriving Idaho town. Address, "Idahoan," care NATIONAL PRINTER-JOURNALIST.

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

FOR SALE—TWO HUBER TWO-COLOR PRESSES. Bed 39x52. These presses have been thoroughly overhauled, and are in excellent condition. Price very low. Address, J. A. ROESE, P. O. Box 897, Pittsburg, Pa.

EDITORIAL—BRIGHT, ORIGINAL, EXCLUSIVE, PROgressive Republican or Independent; any proportion nonpolitical. Price low. G., care NATIONAL PRINTER-JOURNALIST.

LEAGUE BALL RESULTS FOR MORNING PAPERS, $1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

BABCOCK DISPATCH PRESS 39x52. ELEGANT CONdition. W. L. A., care NATIONAL PRINTER-JOURNALIST.

PONY BOOK AND JOB CAMBELL 28x41; FINE MACHINE for newspaper and job work; good condition. C. H., NATIONAL PRINTER-JOURNALIST.

NEW TYPE FOR OLD, 1 lb. for 3 lbs., or 1 lb. new Empire for 6 lbs. stereos, electros, etc. Beautiful faces like the Caslons, Cheltenhams, Winchell, etc. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—NEWSPAPER AND JOB OFFICE. Town 60 stores. $850 cash. Owner entering profession. News Lake City, South Carolina.

PHOTO-ENGRAVERS
SHOULD USE
GLOSSOID BRANDS
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

Only Weekly in Mississippi Valley
County Seat Town of 2500

Two presses, gasoline engine, paper cutter, etc. Gross business, $6,500 annually. Owner is actively engaged in another business and operates property, which is only publication in the county, entirely by salaried help. Operated in that way the property returns the owner $1000.00 a year. Practical owner-manager would doubtless do much better. Proposition No. 539.

C. M. PALMER
Newspaper Broker **277 Broadway, New York**

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Different—of Course

A good many printers imagine their situation is exceptional—think honestly, that they are different from everybody else. The main difference we have been able to get a focus on is that some men who make a livin out of *other* people's advertising think *they* can do business without advertising.—If you are a real believer in advertising, get our proposition on building business for your job department—and do it now.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns
who do their own printing

GOOD WORK AND PROMPT SERVICE

Buffalo
Printing Ink
Works

BUFFALO, N. Y.

BOOKS FOR PRINTERS

The Practical Printer

Containing information on all the various parts of the printing business, from devil to business manager, with diagrams of imposition and useful tables. Fifth edition. Full cloth gilt. **Price $1.00**

List of Prices and Estimate Guide

Showing what price to charge for every kind of book and job work, from a small card to a large volume. This is a book which has long been needed and is of special use to job printers. Second edition. **Price $1.00**

Bishop's Order Book and Record of Cost

The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled and provides room for entering 3000 jobs. Half bound. Fourth edition. **Price $3.00**

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Third edition. **Price 50 Cents**

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Fourth edition, enlarged. **Price 50 Cents**

HENRY G. BISHOP, ONEONTA, NEW YORK

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,
317 W. 124th St., - New York

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

Are You After the Best Trade?

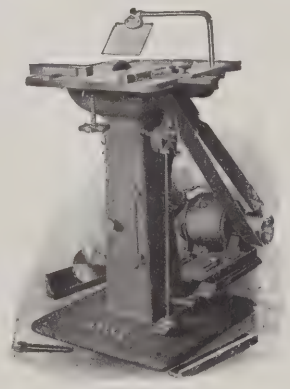
If so, you need the best type faces. The Litho family will win the hardest customer

Litho Roman
TITLE LITHO ROMAN
Condensed Litho CONDENSED TITLE LITHO
Light Litho **Bold Litho**

Originated by INLAND TYPE FOUNDRY

12th & Locust, SAINT LOUIS 188 Monroe St., CHICAGO 160 William St., NEW YORK

Border No. 1240



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

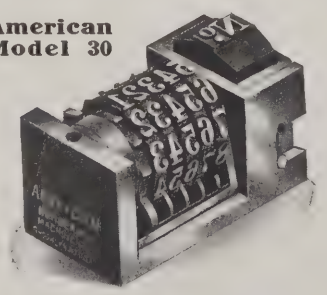
MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

American Model 30



No. 12345
Impression of Figures

Steel throughout

Model 31—6 wheels - - $6.00

LATEST AND BEST

EVERY MACHINE THOROUGHLY TESTED IN A PRINTING-PRESS AND GUARANTEED ACCURATE

STEEL CASE — **STEEL WHEELS**

5 00 5 Wheels

Improved Construction — **New Design**

AMERICAN NUMBERING MACHINE CO.
291-295 Essex Street, Brooklyn, New York
160 Washington Street, Chicago, Ill.

OR THROUGH DEALERS

Write for a Sample Machine on Trial

American Model 30

Parts Released for Cleaning and Oiling

No Screws or Staples

Steel throughout

Model 31—6 wheels, $6.00

UNIFORMLY EXCELLENT

ULLMAN'S INKS

1870

When foreign Printing inks were superior to any domestic product this trade mark made Ullman's German Inks famous throughout the United States.

1909

Now that Ullman's American Printing Inks far surpass any foreign productions Europeans look for this trade-mark.

That means something! Doesn't it?

SIGMUND ULLMAN CO

Inventors and Sole Manufacturers
of Doubletone Inks and Ullmanines

NEW YORK CHICAGO PHILADELPHIA

"WRITE TO SANDERS ST. LOUIS"

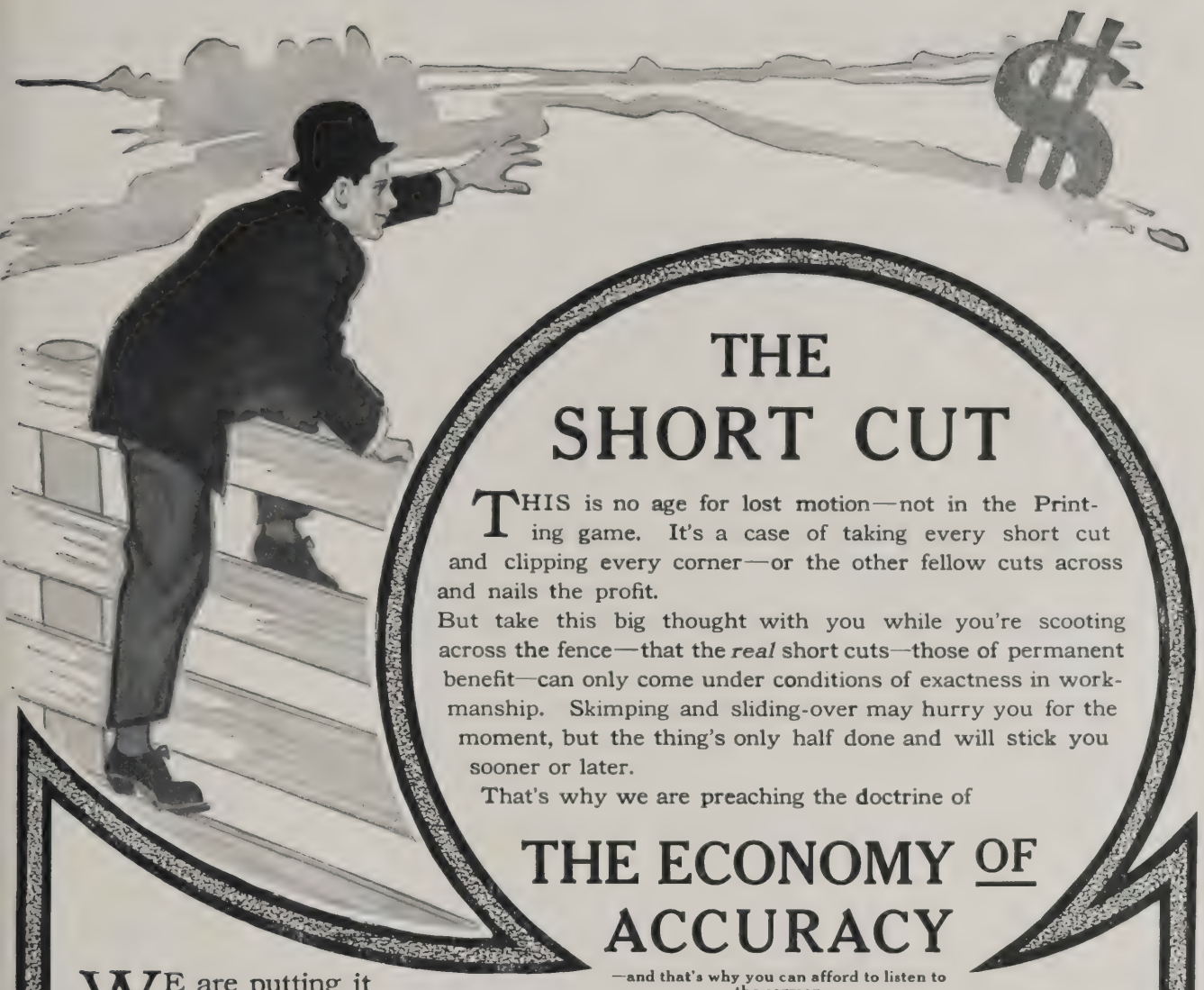
SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.



THE SHORT CUT

THIS is no age for lost motion—not in the Printing game. It's a case of taking every short cut and clipping every corner—or the other fellow cuts across and nails the profit.

But take this big thought with you while you're scooting across the fence—that the *real* short cuts—those of permanent benefit—can only come under conditions of exactness in workmanship. Skimping and sliding-over may hurry you for the moment, but the thing's only half done and will stick you sooner or later.

That's why we are preaching the doctrine of

THE ECONOMY OF ACCURACY

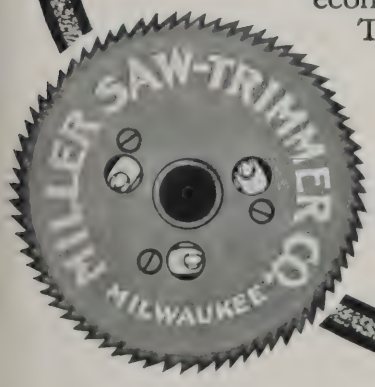
—and that's why you can afford to listen to the sermon

WE are putting it up to you straight that it means *real economy* for you to put into your shop a **MILLER SAW-TRIMMER**

You know what it does—how in the hands of any compositor, it saws all kinds of cuts, slugs and other printing material, and *trims them at the same operation*, reducing them precisely to *point measure*, so that they instantly fit and justify without patching or wedging. That's only the bare bones of it. It works countless other economies of labor and money, but the big point is its eternal accuracy. It does its work right the first time trying—*exactly to point measurement.*

You may not care just now to add to your *equipment* but you can't object to adding to your *knowledge.*

So get to us today with a demand for more chapters of this economy story and the terms of our offer of The Miller on **THIRTY DAYS' FREE TRIAL.**



Patented, April 9th, 1901, and May 18th, 1909. Other patents pending. The Miller Saw-Trimmers are fully covered by U S and foreign patents and pending applications, controlled exclusively by Miller Saw-Trimmer Co., who will vigorously protect its rights therein.

Miller Saw-Trimmer Co.

Milwaukee

Why order duplicate original half-tone engravings when

Manz Lead Mold Electrotypes

Print as perfectly as the original half-tone and give you 50% more wear than ordinary electrotypes?

Price 5 cents per square inch. Minimum 50 cents.
10% discount if unmounted.

COUPON

Cut this out and send to us with an order for one of our lead mold electrotypes, and if not all we claim and perfectly satisfactory, we will cancel our charge for same.

MANZ ENGRAVING COMPANY
CHICAGO

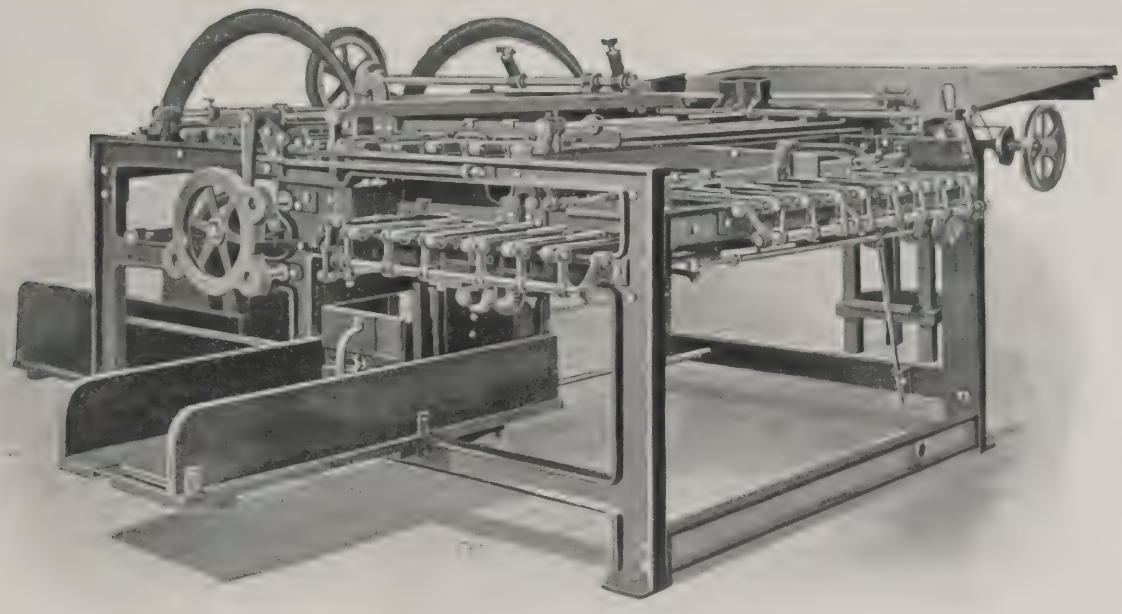
Manz Engraving Company

The Hollister Press

75 E. Monroe Street, Chicago

When You Buy
Investigate

New Model Jobbing Folder

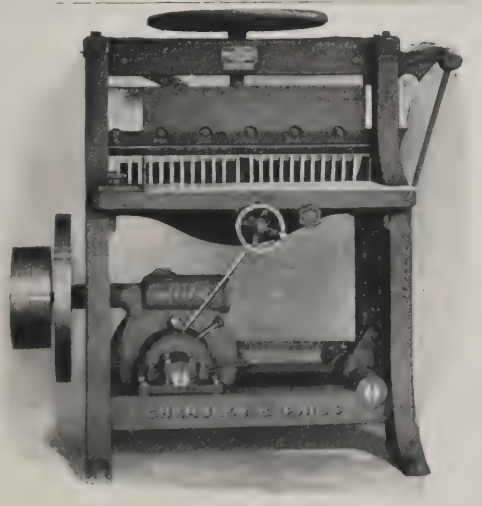


The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

A FEW QUESTIONS TO OWNERS OF MEDIUM SIZED PRINT SHOPS



Did you ever run your plant without power? Perhaps you did, but you would not think of doing it now.

When you first bought your engine, motor or other power, didn't you think you were getting a little extravagant? That you didn't have enough work to warrant the purchase?

You think differently now, for you know full well that you never made a better investment. But, are you making all out of it you can possibly make?

You are using power to run your Presses, and perhaps some other machinery—are you using it on your Paper Cutter? Perhaps you think it would be extravagant for you to install a Power Cutter, but after you had bought it you would likely discover that you had made a very profitable investment.

Don't you think this matter is worth looking into? We feel sure it is worth your while to investigate.

CHANDLER & PRICE POWER CUTTERS

They are the latest and consequently the most up-to-date Power Cutters on the market, and they are designed and built in accordance with the Chandler & Price standard, which means that they are the best Power Paper Cutters built.

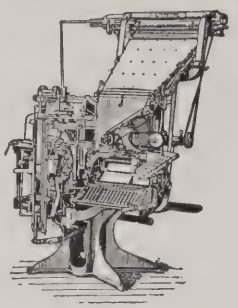
Write to your dealer for circulars and prices.

THE CHANDLER & PRICE CO., CLEVELAND, OHIO

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

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Juergens Bro's. Co.

Designers and Engravers

Electro Stereo and Nickle-Typers

167 Adams St.

Chicago.

Telephone Franklin 460

Private Exchange, All Depts.

The only Engravers and Electrotypers within the loop.

REBUILT CYLINDERS NOW IN STOCK

Every Press Thoroughly Rebuilt from the Ground Up and Guaranteed to be in Good Working Order

16x23 COTTRELL DRUM—Two form rollers, rack and screw distribution, tapeless rear delivery, air springs $450.00

17x21 HOE DRUM—Box frame, two rollers, rack and screw distribution, tapeless rear delivery, wire springs, back-up motion $450.00

23x26 TAYLOR DRUM—Two rollers, rack and screw distribution, tape delivery, wire springs ... $450.00

23x28 CAMPBELL—Two-revolution Pony—Two form rollers, table distribution, front fly delivery, wire springs $650.00

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32x48 CAMPBELL OSCILLATOR—Table and vibrator distribution, front fly delivery, prints a 6-col. quarto paper $500.00

33x48 POTTER DRUM—Two form rollers, rack and screw, air springs, tape delivery, speed 1,600 $600.00

37x52 CAMPBELL—A two-revolution book press, double inking apparatus, four form rollers, table and vibrator distribution, front fly delivery, wire springs, impression trip, foundation $800.00

38x55 C. B. COTTRELL & SON—Two-revolution, two form rollers, table distribution, rear delivery, air springs, trip, back-up, four tracks $1,000.00

42x56 COTTRELL—Two-revolution, four form rollers, table distribution, rear tapeless delivery, air springs, two tracks, speed 1,200, 7-col. quarto... $900.00

42x60 POTTER—Two-revolution, four form rollers, table distribution, rear tapeless delivery, air springs, impression trip, back-up, three tracks, speed 1,300, 7-col. quarto $1,000.00

41x60 CAMPBELL—Two-revolution, four rollers, table distribution, front delivery, wire springs, impression trip, speed 1,200, 7-col. quarto $1,000.00

A. F. WANNER & COMPANY

340-342 Dearborn St., CHICAGO

Megill's Patent Automatic Register Gauge

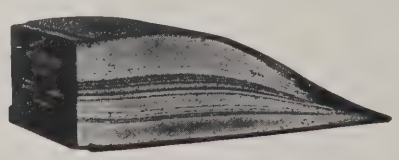
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

James White Paper Co.



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Reg. U.S Pat Off.

210 Monroe Street, Chicago

Cover and Book Papers

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinders' Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Coin Mailers, Paper Folding Boxes

L. LINDLEY BOX AND PAPER Co., Louisville, Ky. Mailers' Tubes and Cardboard Novelties.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 209 Broadway, New York; 315 Dearborn St., Chicago; 168 Devonshire St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

THE ECLIPSE FOLDING MACHINE Co., Sidney, Ohio.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING *INK* Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Lino-Typewriter.

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter with Linotype keyboard (for printers and Linotype operators). You've wanted it for years. Here it is! Cash or payments.

Paper Cutters

CHANDLER & PRICE Co., Cleveland, Ohio.

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 194-196 Fifth Ave., Chicago, Ill.

OSWEGO MACHINE WORKS, Oswego, N. Y. Makers of the best in cutting machines. The Brown & Carver complete line.

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PAYYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo.

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BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

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Wood Type

HAMLITON MANUFACTURING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood, typecases, cabinets, galleys, etc.

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THE CHANDLER PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183, 187 Monroe St., Chicago, Ill.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

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C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven Mich. Mfr's. Stonemetz Two-Revolution Presses.

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KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

A. F. WANNER & Co., 340-342 Dearborn St., Chicago, Ill.

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AMERICAN TYPE FOUNDER Co., General Selling Agent, The Boston Wire Stitcher.

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R. A. HART, Battle Creek, Mich., job presses, counters, $300; joggers, $15 and up.

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WETTER TYPOGRAPHIC NUMBERING MACHINE Co., Machines to print and number at one time. 331-341 Classon Ave., Brooklyn, N. Y. Sold by all dealers.

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GLOBE ENGRAVING & ELECTRO. Co., 407, 427 Dearborn St., Chicago.

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E. S. HANSON, 925 Linden Ave., Wilmette, Ill. Cover all ordinary rules of style

Ten cents each; 3 for 25 cents.

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Typefounders

AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburg, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Minneapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROS. & SPINDLER, Chicago, Ill.

INLAND TYPE FOUNDRY, St. Louis, Chicago, New York City.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

BUTLER BRANDS PAPER THE BEST

We have nothing up our sleeves!

Examine and compare our Bond Papers. You will then recognize the values we offer.

Crane & Co.'s Bonds
Alexandra Bond
Housatonic Bond
Royal Crown Bond
Agawam Bond
Brother Jonathan Bond
Ambassador Bond
Register Bond
Policy Bond
Cobweb Bond
Multicopy Bond
National Bank Bond
Moscow Bond
Voucher Bond
Manuscript Bond
Equity Bond
Twilled Fabric Bond

Bond Papers suitable for every purpose will be found in the foregoing list.

J.W. Butler Paper Co.
Chicago

Distributors *of* "BUTLER BRANDS"

Standard Paper Company . . . . Milwaukee, Wis.	Central Michigan Paper Company, Grand Rapids, Mich.
Benedict Paper Company . . . . Kansas City, Mo.	Mutual Paper Company . . . . . Seattle, Wash.
Southwestern Paper Company . . . . Dallas, Texas	American Type Founders Company . Spokane, Wash.
Southwestern Paper Company . . . Houston, Texas	American Type Founders Company . Vancouver, B. C.
Pacific Coast Paper Company . . San Francisco, Cal.	Nat'l Paper & Type Company, (Export only) New York City
Sierra Paper Company . . . . . Los Angeles, Cal.	Nat'l Paper & Type Company, City of Mexico, Mex.
Oakland Paper Company . . . . . Oakland, Cal.	Nat'l Paper & Type Company, City of Monterey, Mex.

Nat'l Paper & Type Company, Havana, Cuba

IMPORTANT ANNOUNCEMENT

We have recently made certain fundamental discoveries of a revolutionary character in the costs of machine composition, which are of the gravest import to the entire printing community.

These so nearly border on the sensational that we have been at a loss how best to announce them.

But as they are vital to all who depend for their living upon the profits of their composing rooms, we have arranged to state our discoveries in a personal letter to be sent to each employing printer in the United States on December 15th.

Our disclosures will be received

with astonishment and incredulity; but they must be accepted as founding an entirely new—and far more profitable—era in dealing with the costs of composition.

The facts that we shall then make known will cause no little consternation in certain interested quarters; and the practical use to which we shall put them will be followed by the stiffest battle that has ever been waged in the printing industry.

But, as we are now in position to render the trade an extraordinary service, we shall cheerfully take upon ourselves the burden of making the benefit of our discoveries wide, effective, and permanent.

WOOD & NATHAN CO.

"It's In the Pay Roll"

Said the foundry man to the foreman: "Doesn't it cost a good deal to cast your own type?"

"It certainly does," said the foreman to the foundry man.

"Then why do it?" said the foundry man to the foreman.

"Because it's in the pay roll," said the foreman to the foundry man.

"That seems a funny explanation," said the foundry man to the foreman.

"I'll tell you what I mean," said the foreman to the foundry man. "You see, when I wanted a few pounds of quads, or a font of type, I sent an order in to the office and got a 'call down'; was told of my extravagance, etc. So I figured with the boss one day, showing him that, while we were buying a good deal from the type foundry it was largely brass rule, chases, galleys, and a hundred other items, but I was really buying very little type—not $500 a year of actual type—but he said he guessed he would put in his own type casting machine and stop paying such large foundry bills.

"So he bought a machine, and while it costs us about $500 a year for interest and depreciation on the machine and matrices, and about $1,000 for labor and a few hundred dollars more for new matrices—and we haven't a tenth as many as we ought to have—still there is no more grumbling from the office—because 'it's in the pay roll.'

"I notice, though, he is buying just as much brass rule and other items from the foundry as ever, and buying about half as much type, because the machine doesn't cast a good deal of the type we require, and there are no matrices for so many sizes of so many faces we require; and furthermore, it would bankrupt the office if it bought matrices for all the sizes of even the new faces that are brought out every year."

Said the foundry man to the foreman: "That's mighty interesting. Did you ever figure it up and show the office the true situation?"

"Not on your life," said the foreman to the foundry man. "You don't think I'm going to try to prove the boss made a mistake, do you? And besides, I have more type, bad as it is, and when I order any type foundry type now there is no kick, because when they ask me why I don't cast it I say I haven't the matrices for that size of that face, and the office won't pay $25 for matrices when I only want $5 worth of type."

There are lots of things that are lost in the pay roll of the average printing office. Not in yours, of course, dear reader, but in the office of your neighbor, that "bad boy up the street."

Hundreds of dollars are lost every year through the pay roll which could have been saved with a reasonable supply of conveniences and necessaries for the composing room.

The pressroom gets along better. The presses have to run, but the poor old composing room must get along as best it can on short rations, and lose through the pay roll. "It's in the pay roll"—possibly yours—anyhow, your neighbor's.

Perhaps the Cost Committee of the Printers' International Cost Congress will do some figuring along these lines for the benefit of printers—at least that is the hope of the undersigned.

American Type Founders Co.

Set in Century Oldstyle

HEAVY COPPERPLATE GOTHIC EXTENDED

24 Point No. 80 — 5 A $2 55

RICH BEND

24 Point No. 79 — 6 A $2 50

KIND MINERS

18 Point No. 80 — 7 A $2 00

RETURN MORE

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12 Point No. 78 — 11 A $1 50

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AMERICAN PATRIOT ABROAD

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WILL BE FINISHED IN ABOUT TWO WEEKS AFTER THE AMENDMENT HAS PASSED BY

6 Point No. 73 — 22 A $1 00

MAGNIFICENT CELEBRATION IN HONOR OF HEROES NOW RETURNING FROM HAZARDOUS UNDERTAKING

6 Point No. 72 — 27 A $1 00

DISTINGUISHED STATESMEN RECEIVING HONORABLE MENTION CHARMING MATRON VIGOROUSLY DENOUNCING NEW METHOD

6 Point No. 71 — 30 A $1 00

EUREKA BENEVOLENT ASSOCIATION ADVOCATES INCREASED PENSIONS REMARKABLE ORNAMENTS RECENTLY IMPORTED FROM THE OLD WORLD

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MENU

OYSTER COCKTAIL

OLIVES MANGOES CELERY

SALTED ALMONDS

CHICKEN GUMBO, CREOLE

CHEESE STRAWS

FILET SEA BASS, NORMANDIE

CUCUMBERS WALNUT SALAD

POTATOES, RACHEL

STUFFED LAMB CHOPS

FRENCH PEAS CREAM POTATOES

TERRAPIN

ORANGE SHERBERT CIGARETTES

BREAST OF RUDDY DUCK

FRIED SAMP

ENDIVE AND CHIVE SALAD

BISCUIT MADELAINE

ASSORTED CAKES CHEESE

CAFE NOIR

ST. CLAIR HOTEL
DEC. 24, 1909

CABLE ADDRESS: OJECO

EWELRY COMPANY
MANUFACTURING
OVELTY JEWELRY

A STRONG LETTER FOR GENERAL JOBBING PURPOSES

THOMAS R. BREEN
EASTERN REPRESENTATIVE

459 NORTH BUCKEYE AVENUE
LANDSDALE

AMERICAN TYPE FOUNDERS CO.

LEADER IN TYPE FASHIONS

What Makes the Best Type?

Best material, best workmen,
best machinery, best system.

Who Makes the Best Type?

Experienced workmen—not boys or apprentices but **men.** One who knows, in an article discussing the Type Casting Machine Fad, hits the nail square on the head in these wise words:—

> "The enterprising machine salesman claims that a six or eight dollar boy can run a type casting machine and in many cases it was tried with the result of poor type, bad line, matrices burned out, and unsatisfactory results generally."

Anyone who knows the delicate, complicated, exacting nature of casting type in a foundry knows that a six or eight dollar boy **cannot** be depended upon to operate complicated type casting machines. In Barnhart Bros. & Spindler's type foundry, less than half a dozen apprentices are employed, and the policy prevails of employing **only skilled workmen** throughout the entire force of five hundred or more people. Although their business was never so great as now they have been able to secure sufficient skilled workmen to operate all their machines.

Who Sells the Best Type?

The house which has been called "The Tiffany of Type Founders" and who modestly sign as

Barnhart Bros. & Spindler

Independent Type Founders, Chicago, Ill., U. S. A.

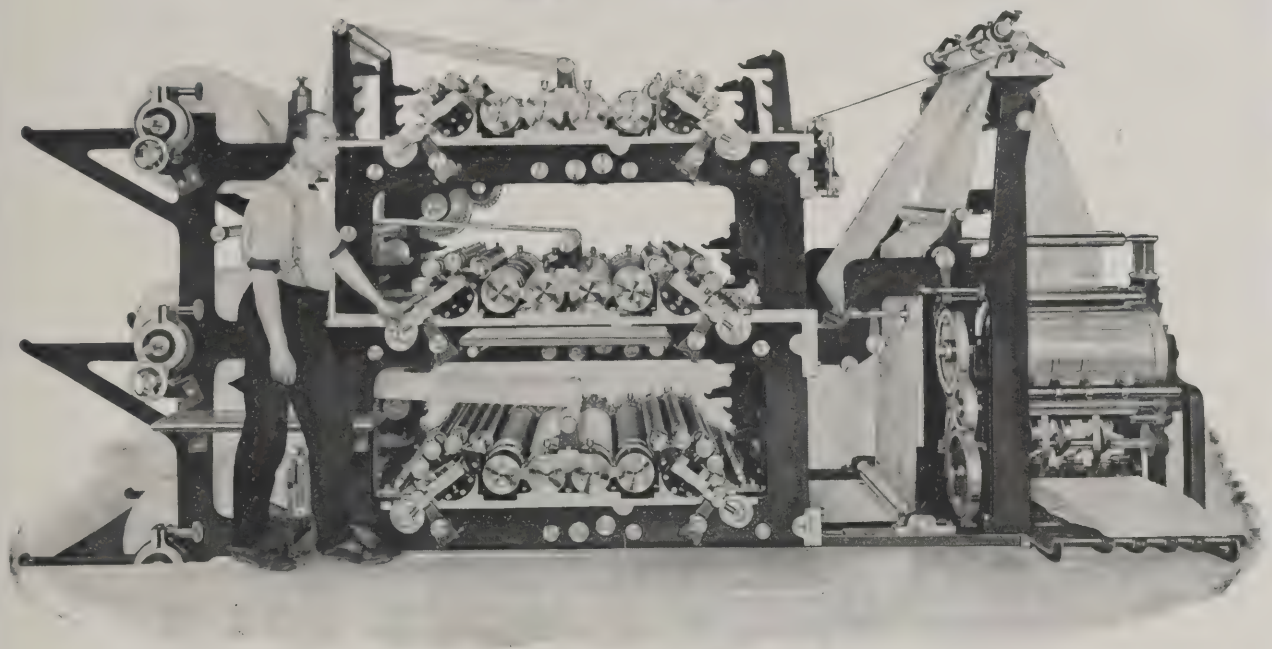
The Duplex Single-Plate Rotary

Built in 8, 12, 16 and 20-page sizes.
The smaller sizes may be readily increased by 4-page sections at any time.
Will print any even number of pages up to full capacity of press, at full speed.

All Straight Run and Book Fold

No Collecting! No Tapes! No Trouble!

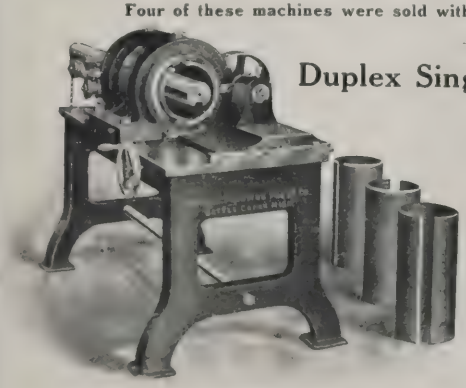
GREAT SPEED!



The first one of these presses was installed in the pressroom of the Kalamazoo,(Mich.) Daily Press in February of this year (1909). Four others are now in successful operation The following is a list of sales already made:

Kalamazoo, Mich., Press	Burlington, Vt., News	Rock Island, Ill Argus
New York, Bolletino della Sera	Rockford, Ill., Republic	Oklahoma City, Okla., News
Cedar Rapids, Ia., Gazette	Lansing, Mich., Journal	New York, N. Y., Bronx News
Santiago, Chili, S. A.	Columbia, S. C. Record	Charlotte, N. C. News
Lansing, Mich., State Republican		San Angelo, Tex., Standard

Four of these machines were sold without solicitation and without advertising, before the first one was completed.



Shaving Machine

Duplex Single-Plate 16-pp. Rotary Press as Compared with Others

OTHER MAKES				DUPLEX SINGLE-PLATE ROTARY			
No Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required		No. Pages Capacity	No. Plates Required	Lbs. Stereotype Metal Required	
8	16	880	*Speed claimed 20,000 per hour, practically 16,000*	8	8	324	*All at Full Speed, 20,000 per hour, may be run at 25,000 if desired All with book fold and without collecting.*
10	12	660	*All at half speed; claimed 10,000 per hour, practically 8,000.*	10	10	405	
12	16	880		12	12	486	
16	16	880		14	14	567	
				16	16	648	

The Duplex is the only practical 16-pp. press that can print 14 pp., the only 20-pp. press that can print either 14 or 18 pp. and the only 16- or 20-pp. press that can print more than half its maximum number of pages at more than half speed.

SEND FOR DETAILED INFORMATION

Duplex Printing Press Company, Battle Creek, Mich., U.S.A.

YOU HAVE DAILY USE FOR IT

H. D. . . . INK

THE ADDITION OF INKEEZE TO PRINTING INK GIVES PRESSMEN . . . . THE OPPORTUNITY TO CONTROL DRYING QUALITIES . . BODY . . TACK, ETC.

USE TINTS OF YOUR OWN MANUFACTURE USING QUEEN CITY LIQUID TINT BASE AND QUEEN CITY INKS

UNCLE SAM'S GREEN BACKS ARE NEVER USED TO PAY FOR BETTER INKS THAN THOSE MANUFACTURED BY

THE QUEEN CITY PRINTING INK COMPANY

CINCINNATI · CHICAGO · BOSTON
PHILADELPHIA · KANSAS CITY
MINNEAPOLIS

INKS of QUALITY **QUEEN CITY INKS** WORTH THEIR COST

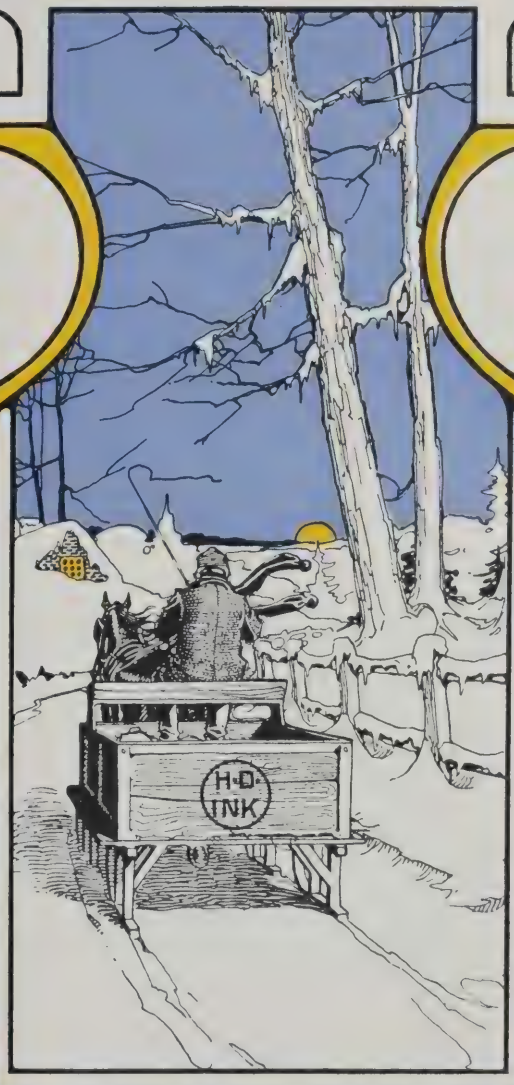
MANUFACTURED BY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI MINNEAPOLIS

CHICAGO
KANSAS CITY

BOSTON
PHILADELPHIA



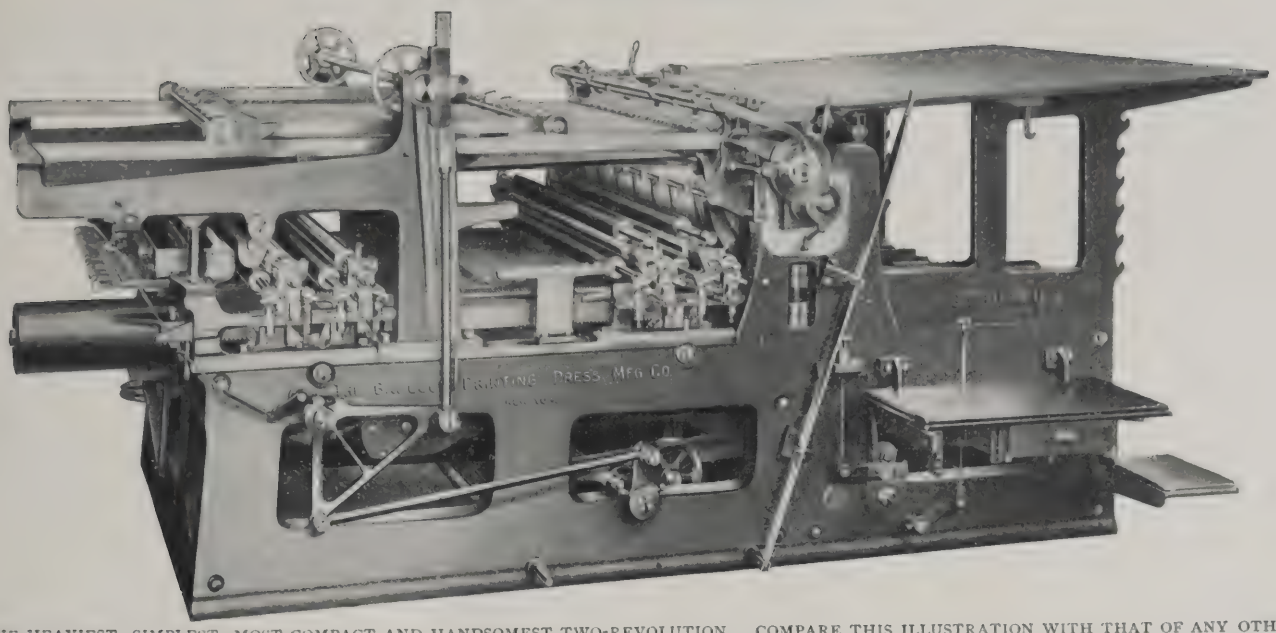
THE **QUEEN CITY INK HABIT PAYS** SURE

HALF-TONE BLACK, 5488.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADE'PHIA

KANSAS CITY, MO. - MINNEAPOLIS



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

For the Optimus we especially court those buyers *whose work makes exceptionally trying demands upon a press.*

You may have tried all or enough of the others to believe that you cannot obtain a machine that will satisfy you.

The Optimus will. The hard, heavy, difficult work that your present presses unsatisfactorily do need bother you no longer. Exceptional exactions in quality and quantity will be met by exceptional efficiency and advantages.

This is demonstrable. We offer more than our word for it, though that is to be implicitly relied upon.

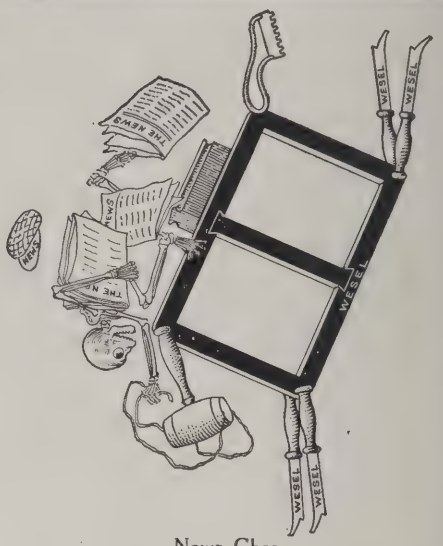
The press best for the hard work is superior for the easy.

Our descriptive matter opens the Optimus to the widest investigation. This much you can do at your leisure.

The Babcock Optimus

SET IN ENGRAVERS OLD BLACK, CASLON OLD STYLE AND CASLON OLD STYLE ITALIC

WESEL QUALITY
PRINTING MATERIAL



News Chase

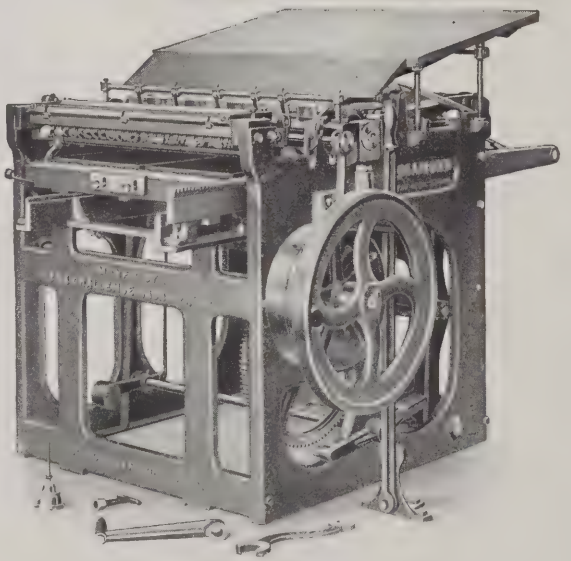
When you want things in your office better than the average,—the best made,—come to Wesel, whose trade is largely with the successful value-demanding offices. The Wesel Catalogue of Printing Machinery and Materials is years in advance of the catalogues of the average dealer. A study of it will benefit every progressive printer. When you buy Wesel manufactures, you buy quality, accuracy, durability, advanced ideas, superior efficiency—the real bargains. If these things appeal to you, write for that catalogue now, and tell us what you need. Your plant can't be thoroughly efficient without Wesel's goods.

F. WESEL MANUFACTURING CO. Main Office and Factory, 70-80 Cranberry St., Brooklyn, N. Y.

New York: 10 Spruce St. Chicago: 315 Dearborn St. Philadelphia: 712 Mutual Life Building

Other Catalogues: (1) Electrotyping Machinery and Appliances; (2) Photo Engraving Machinery and Appliances; (3) Stereotyping Machinery and Appliances; (4) Twentieth Century Proofing—Automatic; Self-Inking, Self-Feeding; (5) What a Printer Should Know About Registering Blocks.

DIAMOND SERVICE



Examine the work of the Diamond Cylinder Press—then examine the machine itself. You will be surprised that a press so simple and compact can do such a quantity and quality of printing. It is at its best in the steady work of the ordinary office. Nearly 800 newspapers are printed on the Diamond, and they are among the best printed newspapers in the country. Let us show you some of its work.

Manufactured by

The Challenge Machinery Co.

GRAND HAVEN, MICH. U. S. A.

"The Proof's in the Printing"

MORE TIME

To Get Out and Hustle for Business.

That's the crying need of most weekly publishers today.

READ

In the November-December issue of

The Linotype Bulletin

(*Just Out*)

Our Live Wire Article

"What the Junior Linotype Is Doing in Iowa"

Tells why patent insides are growing fewer there.

Tells why many papers in towns of only 300 or 400 population are prospering.

Shows how these publishers find more time to get out and rub elbows with their subscribers and advertisers.

ALL BECAUSE OF THE JUNIOR LINOTYPE

Send for a Copy ***Mailed Free on Request***

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO 521 Wabash Ave.
SAN FRANCISCO 638-646 Sacramento St.
NEW ORLEANS 332 Camp Street
PARIS 3, Rue Auber

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

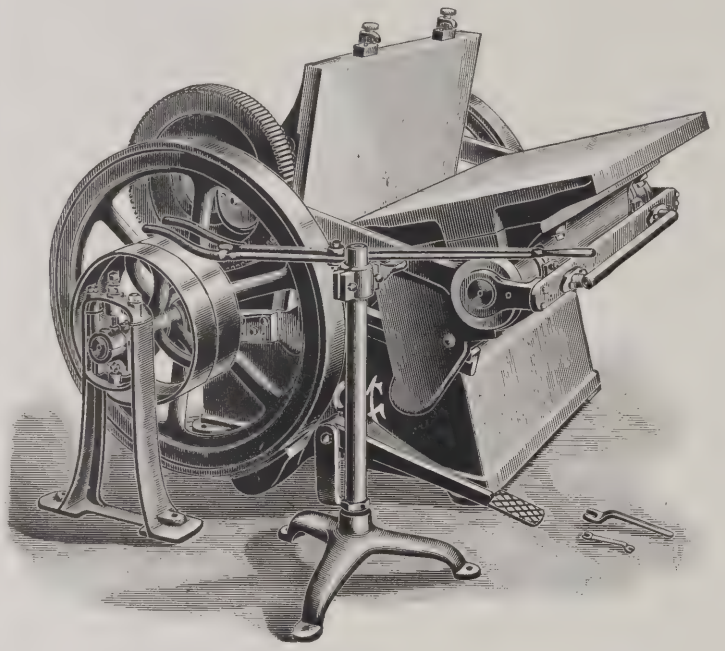
TORONTO: The Mergenthaler Co., Ltd.
CAPE TOWN: John Haddon & Co.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.

HAVANA: Francisco Arredondo
TOKIO: Teijiro Kurosawa
ST. PETERSBURG: Leopold Heller

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

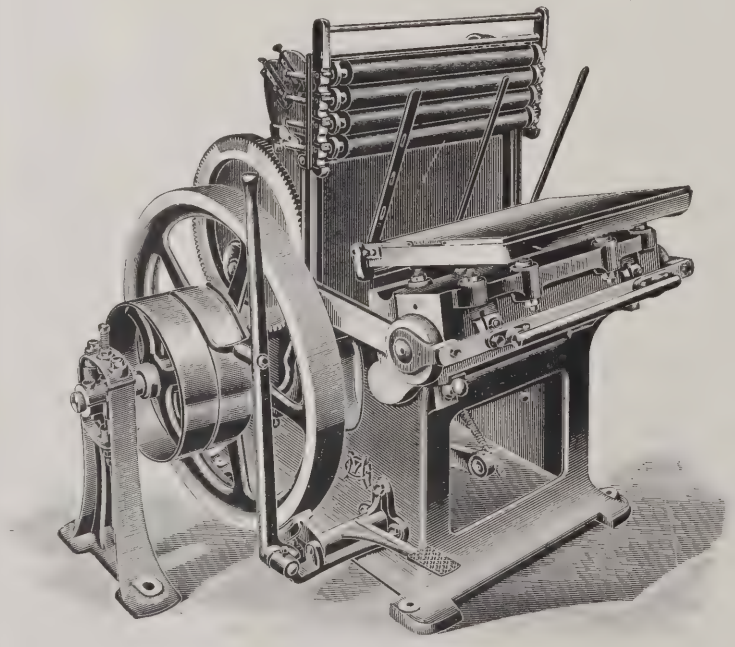
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3. one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	**"**	**"**
Half Super Royal	**14 x 22**	**"**	**"**
Super Royal No. 4	**17 x 25**	**"**	**"**
Embosser No. 1,	**21¼ x 22**	**"**	**"**
Embosser No. 2,	**24 x 26**	**"**	**"**
Stamper No. 3,	**24 x 26**	**"**	**"**

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

KEEP YOUR PLANT YOUNG

The really big successes in the printing business are made by those who do not let their plants get old with superceded machines and methods.

They continually renew the youth of the plant, keep it alive, vigorous and up-to-date.

They are prompt to take advantage of the new COTTRELL machines and methods, and thereby keep ahead of all competition.

The printer is very unwise who continues to use presses which are so slow and inefficient that they run his costs, up to a point where his profits are badly cut or wiped out—where he cannot really compete.

He is equally unwise who buys "more of the same" before he investigates the latest developments of COTTRELL genius, skill and experience.

After he makes that investigation he will revolutionize his methods and plant because we can give him something newer, faster, better and more profitable.

The new things we have worked out for others are at your service too.

It costs nothing to consult us. Do so—and there will be agreeable surprises in store for you.

C. B. COTTRELL & SONS CO.

Works: Westerly, R. I.

41 Park Row, New York **279 Dearborn St., Chicago**

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE PAYS FOR ITSELF

There are thousands of printing-plants throughout the country still working with antiquated equipment, which is far from space-saving or labor-saving.

Why should a printing-office proprietor hesitate about installing up-to-date equipment, when he can know for a certainty that the cost of installation will soon be returned in the way of increased profits occasioned by the saving of from twenty-five to fifty per cent in floor space and anywhere from ten to twenty-five per cent of labor?

Most printers believe this statement is exaggerated until they get in the advanced class. Then they wonder why they did not appreciate the advantage to be gained sooner.

Dozens of testimonials which we have lately received from up-to-date concerns bear out our claim, and we are ready at all times to prove what we say about the saving which can be accomplished.

We are continually adding representative plants to our list of modernized offices, and we urge upon every live printing-office proprietor not to lag behind in the procession. Be a leader, and don't be forced by your competitor into making a change which you should have considered long ago.

If you want to know about some printing-office which has been modernized in your vicinity, write us and we will refer you to the nearest plant, where you can see the furniture in actual use.

Better still, fill out the attached coupon, and let our representative show you what can be accomplished in your own composing-room. You will be surprised at the result, and you will be further surprised after you install up-to-date equipment, when you see your profits grow.

Save your floor space and economize your labor. That is the only way you can materially reduce your cost of production.

OUR CLAIM OF SELF-PAYMENT AGAIN SUBSTANTIATED

THE HAMILTON MFG. CO., Two Rivers, Wis.: *Cleveland, Ohio, October 21, 1909.*

Dear Sirs,—The Job Galley Cabinets that you installed in our plant here have met with great success. They both facilitate the handling of work and protect the type and plates. With the index system we are able to locate any one page immediately, a great saving in time. These cabinets have PAID FOR THEMSELVES in the short time that we have had them.

Yours truly, *THE BRITTON PRINTING CO.,*
J. E. Doyle, Supt.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

ONE — TWO — THREE and FOUR COLOR
"printing plates" of quality for all purposes.
ILLUSTRATIONS, ADVERTISEMENTS, CATALOGUES, ETC.
etched *extra clean, deep* and *sharp*. Made by our new "emulsion" photographic process which produces *superior results* from "difficult copy."
Send for specimens stating your present needs.
—ESTABLISHED 1889—

GATCHEL & MANNING
Designers and Engravers
27 to 41 S. Sixth St.
PHILADELPHIA

UNIFORMLY EXCELLENT

ULLMAN'S INKS

PROSPERITY IS HERE

Are you getting your share?
Especially in times like these
You can ill afford
To let poor INKS
Spoil good business.

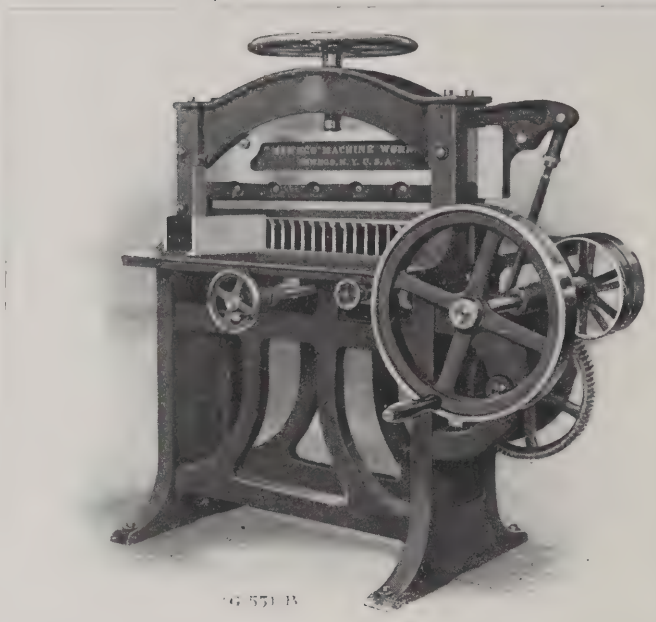
Every good job you do
Means more business
For you.
Every hour saved in the press-room
Means more money
For you.
Use Ullman's Inks
And build up
Your reputation
Incidentally they
Cost the least to use.

SIGMUND ULLMAN CO

Inventors and Sole Manufacturers
of Doubletone Inks and Ullmanines

NEW YORK CHICAGO PHILADELPHIA

ONTARIO POWER CUTTERS



have exclusive improvements, and are economical, accurate and durable.

This pictures *ONLY ONE* of the NINETY sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-Made cutter, from the little 16" OSWEGO Bench cutter up to the largest 7-ton BROWN & CARVER Automatic Clamp cutter, has at least three points of excellence on OSWEGO cutters only.

A new book, No. 8, containing valuable suggestions derived from over a third of a century's experience *MAKING CUTTING MACHINES EXCLUSIVELY,* is mailed on request.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

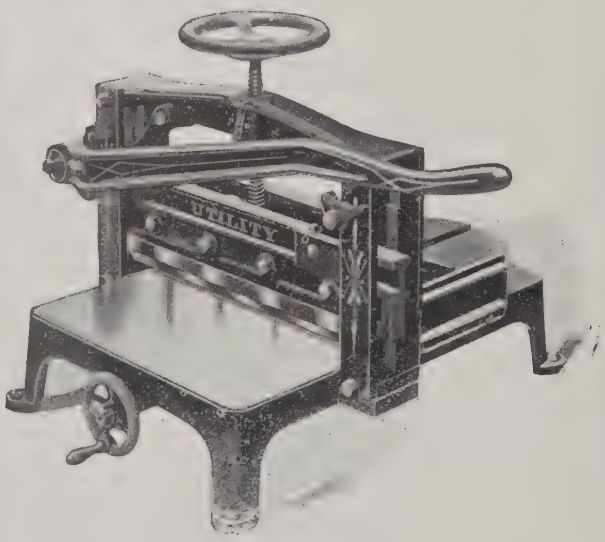
MAIN OFFICE AND WORKS, OSWEGO, N. Y.

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS, Mgr.

CHICAGO BRANCH: 347 Dearborn Street
J. M. IVES, Mgr.

UTILITY

The BEST Small Paper Cutter



SOLD BY ALL DEALERS

Pavyer Printing Machine Works

600-602-604 South Broadway

ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

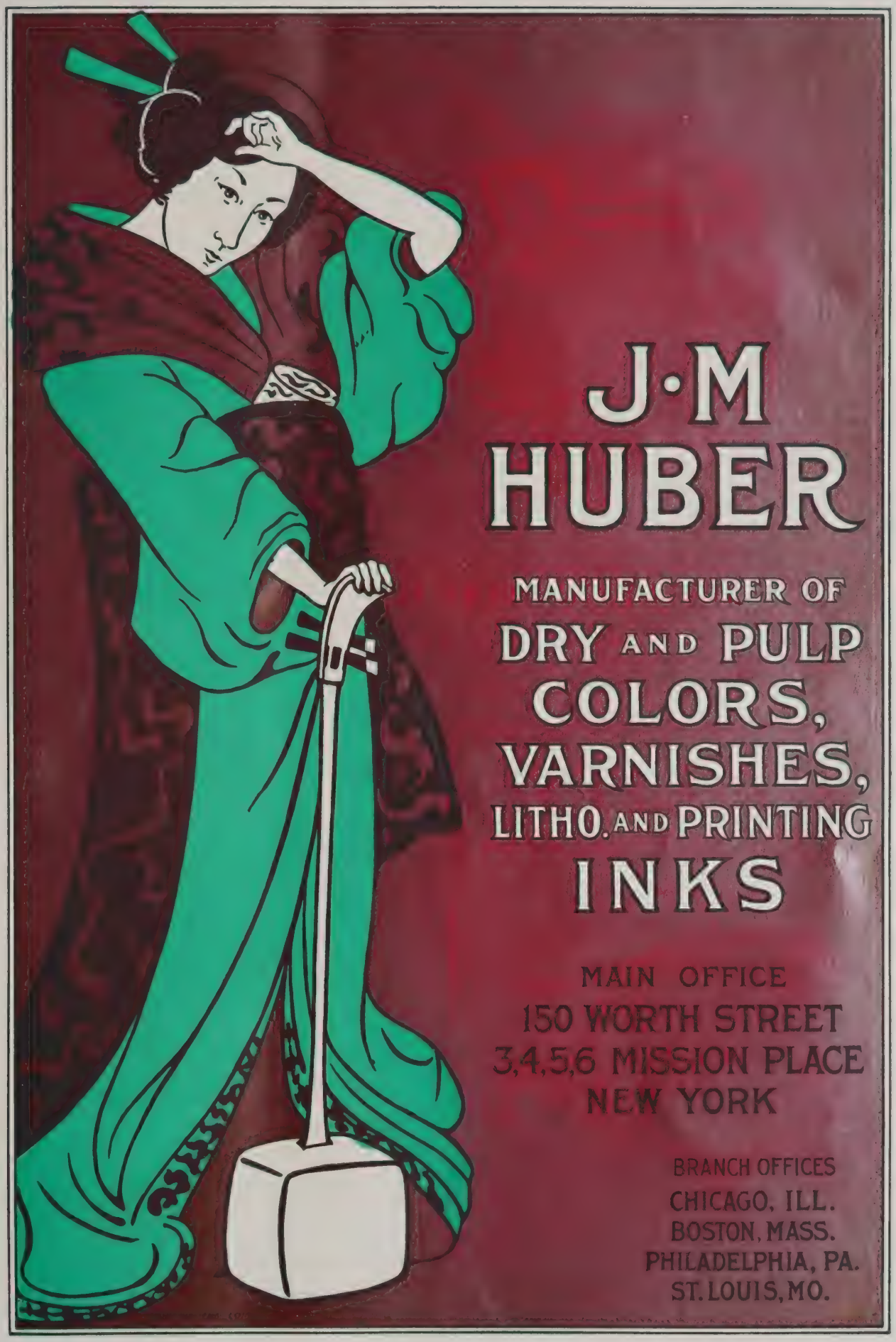
is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.



NIPPON GREEN 4033

NIPPON RED 4036

PRINTED WITH DUOTONE REMBRUNINE S6634

J. M. HUBER,
NEW YORK
BOSTON PHILADELPHIA
CHICAGO ST. LOUIS

The Indian Maid Calendar

OPPOSITE is shown in color and size one of the four season illustrations comprising our four sheet "Indian Maid" Calendar. We supply cards printed in color as per sample on coated post card stock, size 3¼ x 6, punched for tying, at the following prices:

250	of each	subject,	1000 in all,	$ 7 00
500	"	"	2000 "	13 00
1000	"	"	4000 "	24 00
2500	"	"	10000 "	55 00
5000	"	"	20000 "	100 00

Same as above with three months calendar printed at bottom of card and your advertisement above, the four cards making complete calendar for the year, tied with silk cord:

250	complete	four	sheet	calendars,	$13 00
500	"	"	"	"	21 50
1000	"	"	"	"	39 50
2500	"	"	"	"	95 00

Your advertisement printed on each card with calendar pad (size 2½ x 1⅜) for one year at bottom, cards assorted, equal number of each of the four illustrations:

250	cards	with	yearly	calendars, $ 6 00
500	"	"	"	" 9 00
1000	"	"	"	" 15 50
2500	"	"	"	" 32 00

A complete set of the four cards printed in colors will be sent upon request.

DUPLICATE PLATES
FOR SALE

We are prepared to meet every requirement for Commercial Engraving, Designing and Art Work from the smallest Zinc Etching to the finest process Color Work. Mail orders are being handled for satisfied customers in practically every state in the Union. Send for free copy of our house organ "The House of Ideas."

Stafford Engraving Co.

ARTISTS, ENGRAVERS, ELECTROTYPERS

CENTURY BLDG. INDIANAPOLIS, IND.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
316-318 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

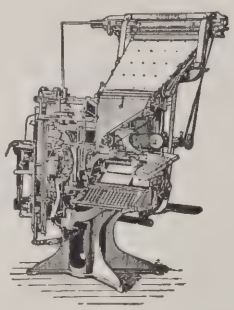
MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St. South

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

Megill's Patent Automatic Register Gauge

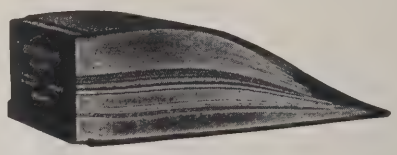
The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

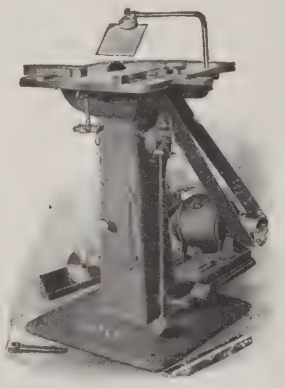
James White Paper Co.



TRADE MARK
Reg. U.S Pat Off.

210 Monroe Street, Chicago

Cover and Book Papers



COLUMN SAW

Artistic Results

are obtained from plates routered, beveled, lined, or otherwise prepared with **Royle's Photo-Engraving Machinery**—such results as particular people are willing to pay a little more for.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

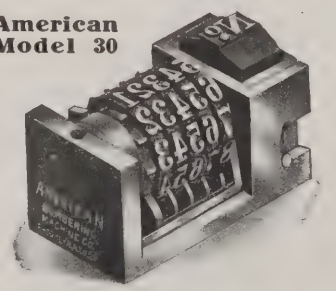
MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

American Model 30



No 12345
Impression of Figures

Steel throughout

Model 31—6 wheels - - $6.00

LATEST AND BEST

EVERY MACHINE THOROUGHLY TESTED IN A PRINTING-PRESS AND GUARANTEED ACCURATE

STEEL CASE

STEEL WHEELS

5.00
5 Wheels

Improved Construction

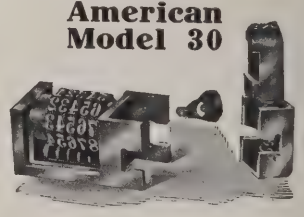
New Design

AMERICAN NUMBERING MACHINE CO.
291-295 Essex Street, Brooklyn, New York
160 Washington Street, Chicago, Ill.

OR THROUGH DEALERS

Write for a Sample Machine on Trial

American Model 30



Parts Released for Cleaning and Oiling

No Screws or Staples

Steel throughout

Model 31—6 wheels, $6.00

Electros from Halftones

IF your experience has been such as to lead you to believe it impossible to obtain electros from halftones with a printing quality equal to the cuts—we want you to know that we are making electros from halftones—every day—that are just as sharp and deep as the cuts, and that—the particular appliance that makes our quality of work possible was evolved by us. There is not another like it in the world.

One order will satisfy you that our electros are fully equal in sharpness, depth and printing quality to the forms or cuts sent us. Let us show you that the best electrotypes the world has ever seen are made by the

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn St. CHICAGO

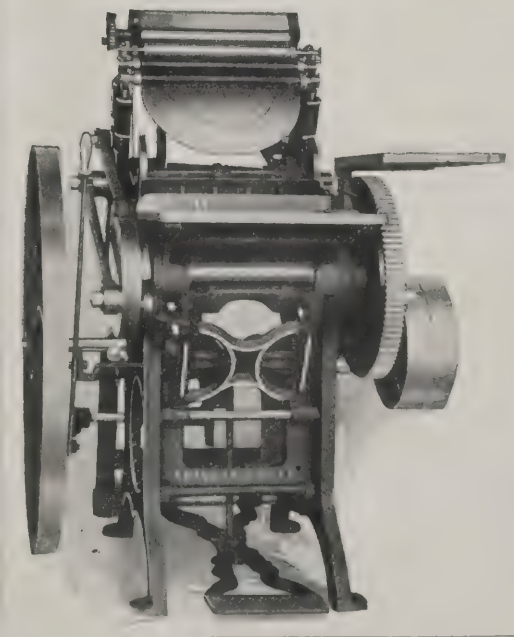
The Evidence is Yours for the Asking

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing.

JOB PRINTING PRESSES

35000 C. & P. Gordons

Made and Sold in Twenty-three Years!



This wonderful record of sales talks harder for Chandler & Price Presses than any advertisement ever could. It stands as a monument to their value and their popularity. It is even more amazing when you consider that not one of the Chandler & Price Gordons has ever been returned to the factory as defective either in material or workmanship.

Points in which C. & P. Gordons Excel:

Perfection of Design
Simplicity of Construction
Quality of Material
Accuracy of Finish
Strength of Every Part
Rigidity of Impression
Reliability of Throw-off
Noiselessness of Disc Motion
Long Dwell of Platen
Vibrating Riding Roller
Excellence of Distribution
Ease of Operation
Low Cost of Maintenance
Interchangeability of Parts
Can be Run as Fast as they can be Fed
Built in Six Sizes

WRITE for COMPLETE PARTICULARS

CHANDLER & PRICE CO. CLEVELAND, OHIO U. S. A.

The Ault & Wiborg Co.

Makers of

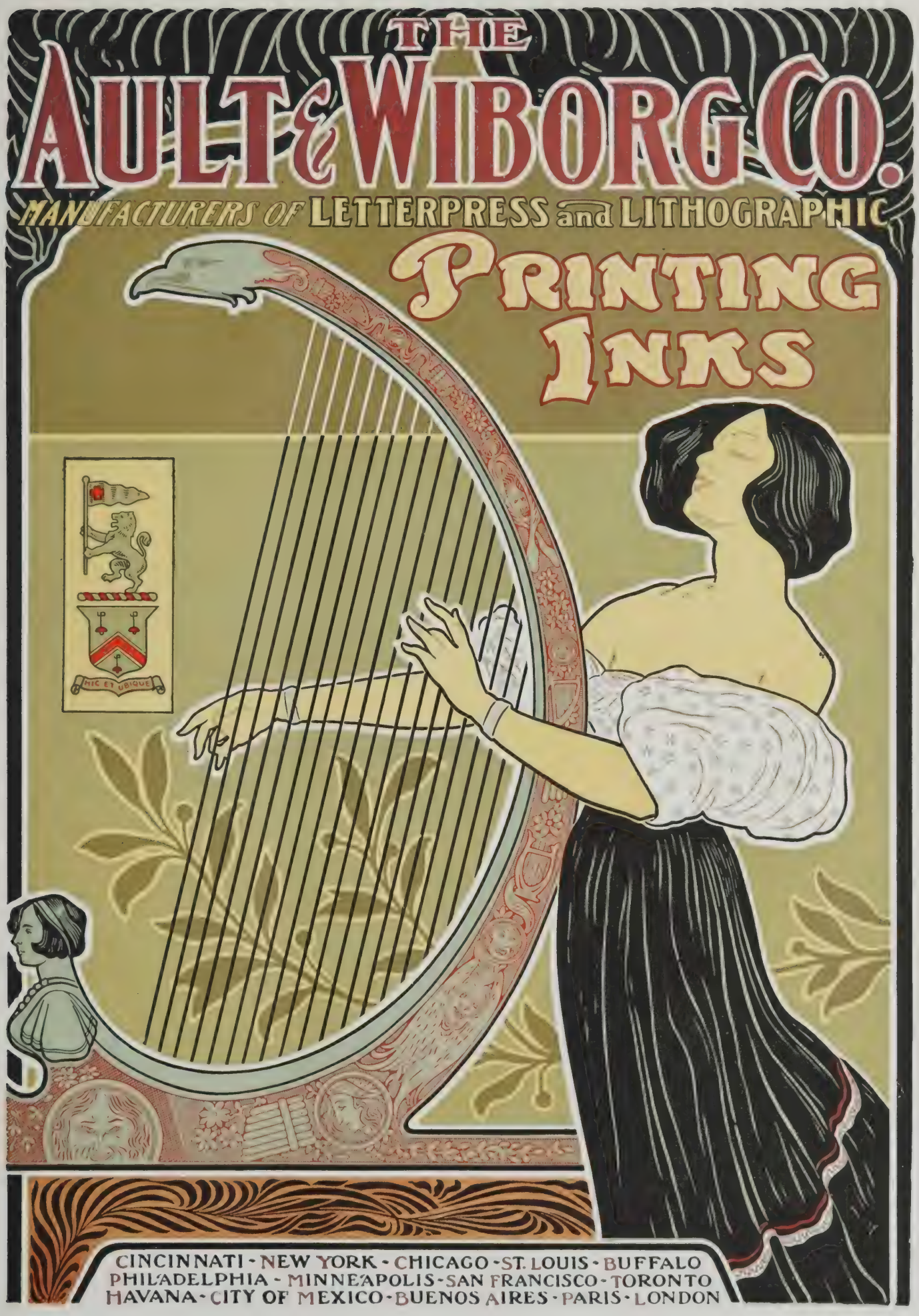
Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba, London, Eng. — St. Louis, San Francisco, Buenos Aires, S. A.


THE
AULT & WIBORG CO.
MANUFACTURERS OF LETTERPRESS and LITHOGRAPHIC
PRINTING INKS
HIC ET UBIQUE
CINCINNATI - NEW YORK - CHICAGO - ST. LOUIS - BUFFALO
PHILADELPHIA - MINNEAPOLIS - SAN FRANCISCO - TORONTO
HAVANA - CITY OF MEXICO - BUENOS AIRES - PARIS - LONDON

WE IMPORT AND SELL MORE

Lithograph Stones

THAN ALL OTHER DEALERS IN THE
UNITED STATES COMBINED

We carry in stock, at all our Branch Houses, Supplies and Inks for OFFSET Lithographers as well as for the Regular Lithographic Trade.

Eighth Annual December Clearance Sale, 1909

This offering is our eighth annual sale of good, standard Blue Grey Stones at unusually low prices, being about half the usual selling price.

Conditions of the sale are as follows: All purchases will be dated as January 2, 1910. **TERMS:** *F. O. B. Cincinnati or New York—Net 60 Days.* Average run of stones will be shipped and NO CLAIMS ALLOWED.

BLUE QUALITY

	Per Lb.
6 x 8 or 7 x 9	3c
8 x 10 up to 12 x 16	3½c
14 x 18	4c
14 x 20, 14 x 22, 15 x 19, 16 x 20, and 16 x 22	5c
17 x 23, 18 x 22, 18 x 24, and 19 x 25	7c
20 x 26, and 20 x 28	8c
22 x 28, 20 x 30, 22 x 30, 22 x 32, 24 x 30, 24 x 32, and 24 x 34	9c
24 x 36 up to 28 x 38	11c
28 x 40 up to 32 x 46	15c

YELLOW QUALITY

	Per Lb.
18 x 24, 19 x 25, and 20 x 26	3c
22 x 28, and 20 x 30	3½c
24 x 34, and 24 x 36	5c

Orders must be in Cincinnati or New York not later than December 20th, after which date no orders will be accepted at these figures.

The Blue Stones are from the famous German Quarries of Fisher & Kluge and Solnhofen Actien Verein, these two quarries producing the best litho stone in the world.

Send in your orders as soon as possible, please, as the dating is just the same. In event of our being out of any size of ENGRAVING STONES we reserve the right of sending the next larger size.

The Ault & Wiborg Company

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-seven | Chicago, December, 1909 | Number Twelve

TESTS OF GOOD ADVERTISING THAT BRINGS RESULTS

Sound, Ethical Business Principles of Service—Good for the Christmas Season and All the Year Around—As Set Down by a Former Newspaper Maker Who Has Won Success in the Advertising Field With Benefit to Both Publishers and Advertisers.

THE Mahin Advertising Agency of Chicago, has had an especially satisfactory growth. Mr. Mahin, the head of the Company, is one of the "boys" of the late A. W. Lee of Ottumwa, Iowa, and had an admirable training for business. He has proved himself a hustler and an organizer and has gathered an efficient force, that works systematically to the accomplishment of well-defined purposes. The business has not "just growed." It has been built. Two of the agencies used to aid the energetic, intelligent workers in the advertising promotion are two valuable publications, side pocket size. The Mahin Advertising Data Book, is an annual publication and gives much general information on advertising subjects, statistics, city populations and increase, advertising mediums and methods, etc., etc. Among the interesting matters that we find in this little book, that is neatly and permanently gotten up and bound in morocco, is an article by Mr. John Lee Mahin, on "How to Test an Advertisement." The subject is treated under the following named "tests" as subheads: "Is it Natural?" "Is it Specific?" "Is it Timely?" "Is it Consistent?" "Is it Persistent?" "Is it Authoritative?" "Is it Institutional?" "Is it Plausible?" "Is it Sincere?"

Under the eighth test, "Is it Institutional?" which certainly seems novel as applied to advertising, the following thoughts will be found especially worthy of consideration as applicable not only to publicity but in a broad way to business organization and conduct. "An institution is composed of individuals who have many thoughts in common." "The circulation of a successful publication is necessarily institutional in character." "A group of people cannot be constantly reading a single publication day after day, without unconsciously accepting, and, at the same time, influencing the institutional quality of the publication. The business house that is well conducted necessarily develops an established order of doing things which gives it an institutional character."

"The best copy for an advertisement reflects not only the institutional quality of the business which it is promoting, but also takes cognizance in its appeal to the institutional traits of the readers of a publication." The one other paragraph treating of the institutional relations and the adaptation of advertising thereto leading up to the final statement and conclusion, is as follows:

"In this way the feeling of community of interest is fostered and the institutional idea in newspaper advertising is developed and emphasized to the highest possible degree."

Among other good things in this booklet, is the address delivered by Mr. Mahin before the National Editorial Association at St. Paul in August, 1908, which was published in our September issue one year ago. It should be looked up and studied. The ideas of the co-operation in advertising between the manufacturers, or wholesalers and local merchants are worthy of especial attention. The *Mahin Messenger*, a monthly, with pages 3 x 6 inches, published in paper covers, is in a measure supplementary to the "Data Book" and, besides this and advertisements of periodicals, is given up to advertising mottoes and articles on advertising. The following topics of articles appearing in the August issue are in themselves educative: "Imagination in Business," "Value of Inquiries," "Are You Discouraged?" "Don't Be Mysterious," "Future of Advertising," "Fundamental Principles," "Responsibility of Action."

The matter under the last-named topic consists of a synopsis of the leading thoughts from a Sunday afternoon discourse by Dr. W. T. McElveen, Pastor of the First Congregational Church, Evanston, Ill. These extracts are prefaced with the assertion, founded on their contents:

We believe that the successful preacher in building up and holding an appreciative congregation must observe the same fundamental laws as an advertiser in creating and maintaining a loyal constituency for his product.

It will be interesting to note that Dr. McElveen's mental attitude as expressed in his notes differs materially from that

of the business man who complains that the public does not appreciate the merits or the fruits of his labor.

Advertising is essentially in itself a positive force and these suggestions of Dr. McElveen's should be an inspiration in the development of more and better advertising.

Here are his notes:—

"The task of the preacher is not to make his hearers satisfied with him, but dissatisfied with themselves.

"Never was there a time when so many interests were calling for help or when intelligent service and generous giving could be so effective.

"Unless you are immortal before you die you may not be immortal after you die. The only way to be sure of entering into heaven is to have heaven enter into you here and now.

"The goal of life is set before us, and seemingly further as we approach it. Our ideal grows even more rapidly than our actualization of it. All moral advance widens the abyss between what we are and what we know we ought to be. Man's life is a process of endless becoming—of perpetual growth.

"Man is not simply all that he is; he is all that he may become. And there is no end to his growth in sight. Any statement of the eventual goal of humanity must be tentative. Humanity at its best opens up to take in Christ, but Christ is full of the consciousness of Divinity.

"Epictetus says that the best way to acquire a God-like character is to restrain the stream of vitality. Christ, on the other hand, says that the difficulty with and the defect of humanity is too little vitality.

"What a man needs, therefore, is not to subtract from his life, but to add to it, and to multiply it. Other religions are

John Lee Mahin, Head of Mahin Advertising Agency.

religions of subtraction and restriction. Christianity is a religion of addition and abundance.

"Goodness is not simply the absence of badness. Goodness is not abstinence from iniquity. It is the accomplishment of righteousness. Goodness asks not, 'What shall I leave undone?' but, 'What shall I do?' The servant who wrapped his talent in a napkin and buried it in the earth was not condemned because he wasted his talent in riotous living, but because he did not use it. He did not do any positive evil; he did nothing, and that sin of omission was his condemnation.

"The priest and the Levite, hurrying along the Jericho road to Jerusalem, did not further maltreat the unfortunate merchant who had been robbed and beaten by the thieves. They were sorry for him, but they did nothing. They passed by on the other side, and that sin of omission was their condemnation.

"Christ condemns unproductiveness, unfruitfulness and ineffectiveness, and some of the most stinging words he ever spoke were addressed to negatively good people.

"It is a good thing to 'keep oneself unspotted from the world,' but it is a far better thing to sally forth and attack some of the evil forces that are in this world. Goodness is not simply living on the defensive. It is not simply being on guard.

"The really good man does not sing any drivelling verse like 'Hold the Fort.' He is not content to hold his own. He must win his way.

"Christianity is not avoiding defeats. It is gaining victories.

"It is not obeying the 'Thou shalt nots' of the Old Testament; it is obeying the 'Thou shalts' of the New Testament.

"There are people who never make mistakes because they never try to do anything worth doing.

"There are some irresolute people who claim to possess spirituality because they do not do certain things. They do not play cards, they do not go to the theater, they do not dance. Their spirituality is made up of negatives. But spirituality is not negative; it is positive. It is not ascetic; it is athletic. It is not flight from the world; it is flight with the world. You cannot attain real spirituality by living behind a fence by which the world is shut out.

"Mæterlinck, in one of his books, intimates that the first duty in life is not to harm people, but that sentiment is not Christian. Not to harm your neighbor is negative. There is no action, no outgoing of self, no helpful service, in that attitude. You are to love your neighbor. You are to think and forethink for him. That is living positively, actively, helpfully, and profitably."

This sermon is adapted in its teachings to all newspaper makers, not only in the department of advertising, but in every branch of the work, the newspaper must be ever aggressive, ever doing and accomplishing, in all lines. There must be results for the advertiser, but, to that end, the paper must win confidence, good will, a reputation for reliability and aggressive usefulness; must be a positive force. There must be no resting with what is, but a pushing forward to all that is possible of attainment, a constant asking and seeking for what more can be done.

With the Trade

The Crary Printing Co. has purchased the Marquette, Mich., *Chronicle*, whose publisher, Will S. Adams, died recently.

———

The Le Mars, Iowa, *Globe-Post* was sold to W. F. Miller. A. P. Cramer was forced to sell the paper on account of ill health.

———

The Chicago *Examiner* made fun of the *Tribune's* recent big advertisement of itself as the biggest bargain because it has the most pages Sunday by comparing Laura Jean Libbey's writings with Shakespeare's on that plan. Well, the *Tribune* has quality as well as quantity.

———

The first issue of the new semi-weekly newspaper, *"Igazsag"* (*Truth*) appeared at Hammond, Ind., last week. The paper is in three languages, Hungarian, Roumanian and Croatian, and will deal with local, material and international affairs. Editor G. R. Ulrich formerly published the paper in South Bend.

———

The Milwaukee Press Club is twenty-four years old. This organization of Milwaukee newspapermen, whose fame extends from coast to coast, was formed one night after work in an alley back of the *Sentinel* offices and on Nov. 8, 1885, was incorporated. At the time of its organization it had eight members. Now there are 210 names on its rolls. Plans are already being made for a big celebration of the silver jubilee on Nov. 9, 1910.

———

EVERY NUMBER BETTER.

Republic, Wash., Nov. 10, 1909.

Gentlemen:—Enclosed find check for $2.00. I can't afford to be without the National Printer-Journalist. Every number is a little better than the preceding.

With regards and best wishes, I am,

Yours truly, C. E. Blair.

The Practical Education of Newspaper-Men

HOW A BOY MADE HIS OWN SCHOOL OF JOURNALISM—WORKING UP TO A COMPETENCY—J. NEWTON NIND IS NOW ON A TRIP AROUND THE WORLD—THE BLESSINGS OF AN EARLY TRAINING IN DOING THINGS.

EFFORTS are now being successfully made to help, with proper, systematic training in schools and universities, those who contemplate entering the calling of newspaper-making. The pages of the NATIONAL PRINTER-JOURNALIST have lately shown how general this movement of preparing young men, and young women as well, for entering this calling, has become. This month, we tell of how the generosity of a New York newspaper man, who gave a million dollars to the cause, is being discretely used in a great university in that city to lay the foundation for broad success. The idea of such an education, in connection with the schools, is scarcely a quarter of a century old.

In 1884, at a meeting of the Minnesota Editorial Association, at Mahtomedi assembly grounds, St. Paul, we urged that there should be a broad and thorough preparation of all who are to enter the calling, that, in its work, so closely touches and influences all the people of all conditions and relations of life, and that should nobly and effectively serve every worthy interest of men, society and government, and that to that end there should be schools of journalism, or departments of training for newspaper making in existing schools. We also insisted that every candidate for a position in this calling, that, in its sphere of influence, reaches and seeks to inform, not only the men as citizens—officials, lawyers and doctors in their offices, merchants in all the marts of trades, farmers on their farms, teachers in their schools, training the youth for life and citizenship, but old and young, youth and middle-aged in their homes by their hearthsides, where the greatest and most lasting impressions are made and noblest inspirations are received—should be required to pass a rigid examination as to education, fitness, ability and moral character. The same idea was presented and favorably acted upon at the convention of the National Editorial Association at Cincinnati in 1886, and has since been pushed forward by the members of the Association in the different states, and so much has been the advance and accomplishment, in the past decade, that it may be taken as assured that the time is not far distant in this country when schools or departments of newspaper-making will take highest rank, fully enforcing the highest ideals of responsibility and service and crowding out all the conditions of reckless "Bohemianism," all trifling with truth, all degrading sensationalism, and all empirics. All will then come to the calling with true valuation of its opportunities, duties and responsibilities, fully equipped and honorably desirous of performing the high functions of the calling worthily and usefully. Living in hopes of these better conditions, we have none but highest praise for those who, though they have been deprived of such advantages, have become self-taught, who have appreciated the great responsibilities, and have conscientiously prepared themselves for the work with an ever-active desire for usefulness and then have acquitted themselves manfully, wherever may have been their field, and have attained success. Some forty years ago, we knew a boy, who may well stand as a representative of a large and honorable class of American boys, who have entered the newspaper field. He was working his way through school and had become imbibed with a love for newspaper-making and printing. There were no schools of printing or newspaper-making, no "newspaper laboratory," to quote Dean Williams, so he created both for himself, and made them pay for his schooling besides. He did this by conducting a weekly school paper, aided, in a measure, by the Principal of the school, because of the favorable publicity afforded thereby to the institution. The publication was newsy, neatly gotten-up and well-printed. The name of the paper, *The North Star*, indicated, in part, the high ideals of the young publisher, J. Newton Nind, the division of whose name indicates not pride but love for his father and respect for ancestors on his father's side of the house.

The boy developed aptness and very early was called to regular newspaper work. He served with success on daily papers both in St. Paul and Minneapolis, but finally found his life-work in papers devoted to industrial callings.

The Newspaper Boy at School. | The Young Reporter | The Special Writer | The Mature Editor

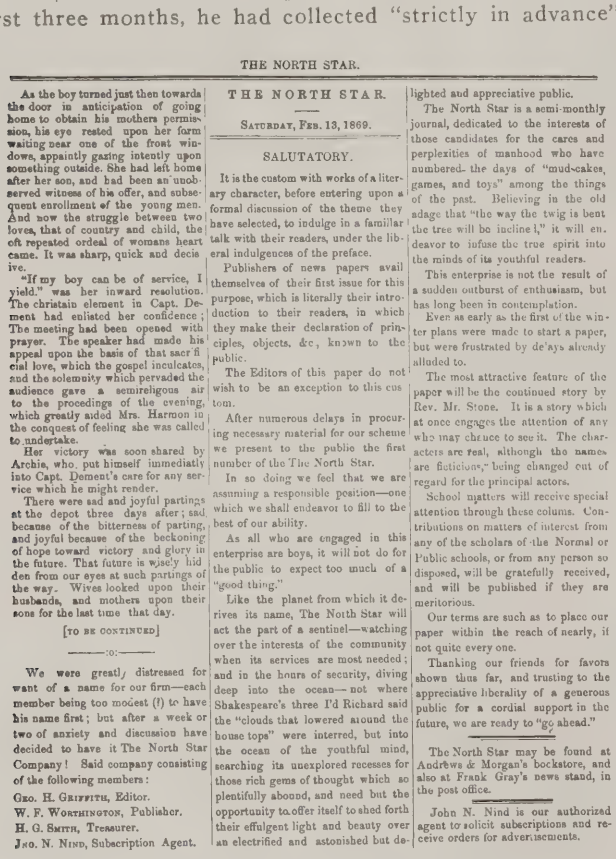
Different Stages in the Life of J. NEWTON NIND, who made his Own School and Laboratory of Journalism.

These trade papers differ from home newspapers only in that they serve, and give the news of, the trades or industries that they represent, instead of giving the news of communities, cities, counties, and states, in the fields of general happenings. Under such men as Mr. Nind, the object has come to be, throughout, that of useful service, the upbuilding of the subscribers of the paper in the business or calling to which they are devoted and helping them to greater success and, then, serving the advertisers by making the readers of the paper more profitable and more extensive buyers. This is a brief synopsis of the career of J. Newton Nind, who delivered an able address on, "The Relations of the Trade Press to Newspapers and Promotive Publicity," before the St. Paul convention of the National Editorial Association in 1908.

We give a reproduction of the second page of Mr. Nind's first paper, then printed at Winona, Minn., and afterwards removed to Red Wing, and we call attention to the ideals, proclaimed away back in 1869, of the boy newspaper-makers, of whom Mr. Nind was one, as to the responsibilities and aims of the press: "We present to the public the first number of *The North Star*. In so doing we feel that we are assuming a responsible position, one which we shall endeavor to fill to the best of our ability.

Like the star from which it derives its name, *The North Star* will act the part of sentinel, watching over the interests of the community."

Youth often have the highest, and hence the truest, ideals of the real, useful purposes of the callings. Their minds are pure, unprejudiced, aspiring after the good, the true, "unawed by fear, unbribed by gain." Blessed are they who retain these qualities through life. We give four portraits, showing the boy, the youth, the middle-aged man and the veteran editor, as illustrating how this practical, newspaper education has left the stamp of progress upon the face of the newspaper man. Mr. Nind's work for the last fifteen years has been that of editor of the *Furniture Journal* of Chicago, but his first work, as a boy, was in the subscription department where he had a chance to learn, by actual touch, what people wanted. He and his three boy associates commenced with a joint capital of $28.00 and as subscription agent, at the end of the first three months, he had collected "strictly in advance"



THE NORTH STAR.

As the boy turned just then towards the door in anticipation of going home to obtain his mothers permission, his eye rested upon her form waiting near one of the front windows, appaintly gazing intently upon something outside. She had left home after her son, and had been an unobserved witness of his offer, and subsequent enrollment of the young men. And now the struggle between two loves, that of country and child, the oft repeated ordeal of womans heart came. It was sharp, quick and decisive.

"If my boy can be of service, I yield." was her inward resolution. The christain element in Capt. Dement had enlisted her confidence; The meeting had been opened with prayer. The speaker had made his appeal upon the basis of that sacr fi cial love, which the gospel inculcates, and the solemnity which pervaded the audience gave a semireligious air to the proceedings of the evening, which greatly aided Mrs. Harmon in the conquest of feeling she was called to undertake.

Her victory was soon shared by Archie, who put himself immediatly into Capt. Dement's care for any service which he might render.

There were sad and joyful partings at the depot three days after; sad because of the bitterness of parting, and joyful because of the beckoning of hope toward victory and glory in the future. That future is wisely hidden from our eyes at such partings of the way. Wives looked upon their husbands, and mothers upon their sons for the last time that day.

[TO BE CONTINUED]

—:o:—

We were greatly distressed for want of a name for our firm—each member being too modest (!) to have his name first; but after a week or two of anxiety and discussion have decided to have it The North Star Company! Said company consisting of the following members:

GEO. H. GRIFFITH, Editor.
W. F. WORTHINGTON, Publisher.
H. G. SMITH, Treasurer.
JNO. N. NIND, Subscription Agent.

THE NORTH STAR.

SATURDAY, FEB. 13, 1869.

SALUTATORY.

It is the custom with works of a literary character, before entering upon a formal discussion of the theme they have selected, to indulge in a familiar talk with their readers, under the liberal indulgences of the preface.

Publishers of news papers avail themselves of their first issue for this purpose, which is literally their introduction to their readers, in which they make their declaration of principles, objects, &c, known to the public.

The Editors of this paper do not wish to be an exception to this custom.

After numerous delays in procuring necessary material for our scheme we present to the public the first number of the The North Star.

In so doing we feel that we are assuming a responsible position—one which we shall endeavor to fill to the best of our ability.

As all who are engaged in this enterprise are boys, it will not do for the public to expect too much of a "good thing."

Like the planet from which it derives its name, The North Star will act the part of a sentinel—watching over the interests of the community when its services are most needed; and in the hours of security, diving deep into the ocean—not where Shakespeare's three I'd Richard said the "clouds that lowered around the house tops" were interred, but into the ocean of the youthful mind, searching its unexplored recesses for those rich gems of thought which so plentifully abound, and need but the opportunity to offer itself to shed forth their effulgent light and beauty over an electrified and astonished but delighted and appreciative public.

The North Star is a semi-monthly journal, dedicated to the interests of those candidates for the cares and perplexities of manhood who have numbered the days of "mud-cakes, games, and toys" among the things of the past. Believing in the old adage that "the way the twig is bent the tree will be incline," it will endeavor to infuse the true spirit into the minds of its youthful readers.

This enterprise is not the result of a sudden outburst of enthusiasm, but has long been in contemplation.

Even as early as the first of the winter plans were made to start a paper, but were frustrated by delays already alluded to.

The most attractive feature of the paper will be the continued story by Rev. Mr. Stone. It is a story which at once engages the attention of any who may chance to see it. The characters are real, although the names are fictitious, being changed out of regard for the principal actors.

School matters will receive special attention through these colums. Contributions on matters of interest from any of the scholars of the Normal or Public schools, or from any person so disposed, will be gratefully received, and will be published if they are meritorious.

Our terms are such as to place our paper within the reach of nearly, if not quite every one.

Thanking our friends for favors shown thus far, and trusting to the appreciative liberality of a generous public for a cordial support in the future, we are ready to "go ahead."

The North Star may be found at Andrews & Morgan's bookstore, and also at Frank Gray's news stand, in the post office.

John N. Nind is our authorized agent to solicit subscriptions and receive orders for advertisements.

Specimen of Early Laboratory of Newspaper Work.

enough 25 cent pieces so that a dividend of $8.00 was declared to each of the four stockholders. There is before us, as we write, a neat little brochure giving, in a reminiscent way, Mr. Nind's newspaper career, and the following extracts will be read with interest as recalling incidents in the lives of many of our readers and showing how others of Mr. Nind's associates developed into newspaper men from this early and excellent training in this amateur, self-improvised department and laboratory of journalism:

"At the end of six months my associates wanted to give the paper up. I had no such disposition. I was just beginning to like the game. So I took over the material, added to it, rented an office, and enlarged the paper to five columns to the page, in which form it was published until July, 1871, when the printer who had furnished the presswork and the paper looked me up in the Bradstreet of that time and said he could furnish no more until the accumulated bill had been paid. The paper suspended then and there, and I went into the job-room of the Winona *Republican*, to work out the amount of my indebtedness upon a basis which was satisfactory to all concerned. The foreman of the job-room was a methodical and capable Englishman, who taught me many things which since have been of value. I washed rollers, kicked a Gordon press, distributed dead type and finally came to the stage of job composition. But my parents thought I ought to get back into school, as I did, putting in spare moments around the office of the Winona *Republican*, selling and carrying papers, posting bills, etc.

"I seem to have made an impression with *The North Star*, which, while dead, still lived, for Professor Hood, who was then superintendent of the schools in Winona, and who had a project for the establishment of an academy at Red Wing, invited me to resume the publication of the paper to Red Wing as an adjunct to his school, which I did as soon as the school opened. With the paper published in the five-column form as a weekly as a means of a livelihood I managed to get in another year at school. It was a year of intense application, for I was almost the only compositor the paper claimed, and much of the preparation of copy devolved on me. I had to keep up my studies and to sleep and eat and do a few other things boys of seventeen like to do. The type was set and the forms made up in a basement room in the school building, which was located on a hill back of the city, and the forms taken by me, by cart or sled, according to the season, to a down-town printing office, where the printing, etc., was done. I seem to have made enough of an impression with that weekly paper so that Louis A. Fisher, then managing editor of the St. Paul *Pioneer*, invited me before the end of the year to help report the session of the Minnesota legislature. My career as a daily newspaper man commenced as soon after that invitation came to me as I could make the arrangements. *The North Star* was continued as a monthly for a couple of years, however, by Ed. A. Henderson, who, like myself, became a newspaper man. During this period I continued to act as the editor, writing my "stuff" and sending it to Red Wing.

During the career of *The North Star*, others were from time to time associated with me, some of whom have found their way into the newspaper field. Among these are Ed. A. Henderson, already mentioned; William Howe Downes, who furnished stories, poems and editorials for the paper, and who is now one of the best known art critics in the country. Something from his pen on art appeared in one of the magazines only last month. Fred T. Flint, who was with me on the paper in Winona was long the competent night editor of the *Inter Ocean* and the *Record-Herald* in Chicago. Tams Bixby, later manager of the St. Paul *Pioneer-Press*, and interested in several other newspaper properties, did his first newspaper work in connection with *The North Star* while it was published at Red Wing. He was local reporter for a time."

Mr. Nind followed his work on the daily papers of St. Paul and Minneapolis with work on the *Northwestern Lumberman*, into which, in fact, his other work had naturally lead him. Mr. Nind seems to have followed the injunction of Bishop Simpson to his Methodist preachers, "Enter the next door that opens" and never lacked an opportunity for work. Mr. Nind says in his little brochure:

"The lumber interest was a considerable one in the Northwest, and it dawned on F. A. Carle, managing editor of the *Pioneer-Press*, that there was no one connected with the paper who knew anything about the interest or the subject. The paper, like other daily papers of that day and this, was constantly making itself absurd by announcing that great combinations had been formed by the lumbermen whenever two or more magnates get together and bought enough timber to stock some modest sawmill for a year or two. In the average newspaper office a million feet of logs and a million dollars in money have about the same relative importance, when, as a matter of fact, a million feet of logs is about two days' supply for some sawmills, and the dollars will last—well, the novelists and playwrights have dealt with that subject. So I was assigned to study the lumber industry, which I did successfully enough so that the discriminating editor of *The Northwestern Lumberman*, W. B. Judson, asked me to become the correspondent of that paper. I soon discovered that $5 for a column of 600 words, with no limit on amount if the "stuff" was good, counted up faster than the envelope

which came from the daily newspaper counting-room each Saturday night, and the contents of which varied from $25 to $40 per week, for which modest stipend I was expected to grind out long columns of copy, serve uncounted hours, worrying meanwhile about a staff of reporters and scoops which they might miss and which, if they missed, brought down on me the excited protests of an always watchful managing editor.

"I began to see that there was nothing for me to attain in the daily newspaper field which I had not achieved, and so I began to make my plans to get into trade journalism, with what success fully appears.

"The path I chose to pursue has not always been smooth. But the chronology discloses that I began to write about furniture in 1889, so I have to my credit approximately twenty years in this field. * * *

"During the forty years spanned by this narrative, under the stress of necessity, I have "got the habit" of working right on. Some boyhood dreams have meantime been shattered. I might not have done as well in some other vocation, for, when I undertake an analysis I am forced to the conclusion that in no other calling would I have been anywhere nearly as happy as I have been most of these forty years. There is something in the old adage of "as the twig is bent the tree will incline," and it is sometimes a mistake to bend the twig in some other direction than that to which it inclines."

The points in the life of this newspaper man, for the benefit of our readers, are that the boy who learned the rudiments and best principles and methods of the calling in his school days and who then imbibed a love for, and an enthusiasm in, the work, always found profitable employment and highest pleasure therein. He never imbibed anything stronger, eschewing, always, bad habits and never using liquor or tobacco in any form. He never suffered from that listlessness, ennui, or purposeless in life that lead young men to drink and to fall into "Bohemian" habits for lack of something worthily and joyously to occupy every moment of the time and to exercise their abundant vitalities and their exuberant spirits.

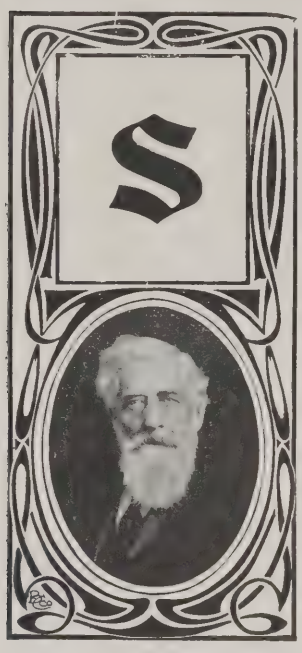
Mr. Nind has not only been successful in his calling but useful to hundreds of other members thereof. He has introduced and pushed forward many things for his calling and has been recognized as a leader, having served as President of the Chicago Trade Press Association and of the Federation of Trade Press Associations of America, in fact, he was the prime mover in the formation of the last named of these organizations. In attending their conventions, we have found it a pleasure to witness the respect that is paid to him and his views and his plans for progress and betterment.

He has reached a point where he is looking for a broader view and he finds himself provided with means to satisfy his desire. He has sold his business and starts the first of this month with his good wife, for a six months' trip on a journey around the world. He goes first through California, then to Seattle and on December 22nd, will take ship for the Orient. He expects to reach Oberammergau in Northern Bavaria, near Munich, about May 6th, to witness the Passion Play and then to visit England in that pleasantest of all months and from there return to America, when he will resume work once more in the calling, for, as he says, "in no other would I have been anywhere nearly as happy as I have been most of these forty years." These years have only served to fit him for better and broader work. He is fifty-five years young, full of fire and vigor. We doubt if in any other calling he could have been or ever would be half so useful. For real, useful work, no other vocation furnishes such and so numerous opportunities. In his career, we find with great satisfaction an illustration and proof of our early conceived ideas of the value of a training that gives children and youth, at the start, practical lessons in life's mission of useful, joyous service. To teach merely language, mathematics or other branches of knowledge with no inspiration as to use, tends to listlessness and dreariness. Hands and brains should be trained at the same time to work for worthy ends, with inspiring objects and for creative production. To learn to do, to master a trade or the primary principles thereof during school days, is of immeasurable value even though the trade is never followed. Mr. Nind would have been a better merchant, physician, architect or minister, had he turned aside to either of these callings, by reason of his having first learned printing, reporting, editing and business management, on his little newspaper, during his school boy days. There is nothing equal to the stimulating power, and joyousness of creative work, accompanied by study, in the formation of character. The system of education which does not provide for this is not only faulty but tends to undermining char-

J. Newton Nind, of Chicago, Retired Journalist, now on Trip around the World.

acter and health as well. "Team Work" in a printing office, in a carpenter shop or in the garden or fields, is away ahead of "team work" on the gridiron, in basketball or on the dancing floor. Play is all right, when used as a recreation, but when it becomes an object in life, and its excitement is made an end, to the rendering worthy employment dull and insipid, it becomes a curse. Early, useful employment is the secret of the successes of working boys, who have had to labor to pay their way through school, or have educated themselves during odd hours saved from their tasks, while thousands who had all the advantages of wealth and high school, collegiate and university education, have remained unknown and without any worthy attainment. Necessity enforced the training that a wrong system of education had denied to those who might have had both learning and the required development of creative faculties and of desires for accomplishment and service.

EDITORIAL NOTES AND POINTS



SHORT, human-interest stories are of great value to any newspaper but, as far as possible, these should have a local setting of news value. If one uses proper effort, there will be found no lack of incidents or subjects for entertaining narratives, connected with home people, localities or events, and for delight-bringing, entertaining and instructive illustrations therefor, in any community, city, county or state. Many sections of the country are new but there are very few where home biographical or historical incidents cannot be secured as to the pioneer or earlier days, and, all the time, there are occurrences that can be developed into short stories and made entertaining and pleasing, because of their nearness and associations. Scenes of loveliness in nature, and views of attractive homes, grounds, and gardens are always at hand.

* * *

The Michigan State University, that for many years led and furnished a model for all others, is said to have been the first to make newspaper-writing a regular part of the university curriculm. Prof. Fred Newton Scott, a former newspaper man, was the instructor. He was at the head of the department of rhetoric. There has also been maintained in the engineering department of this university a course on technical journalism. Now it is stated that in recognition of the great demand, plans are under consideration for the adoption of a complete department of journalism, with a course to compete with those presented at the universities of Missouri, Wisconsin, Washington and Pennsylvania. The good work goes on.

* * *

It were a consummation greatly to be wished, if all printing could be standardized as to quality, value, cost and price. How happy would be the printer, when once relieved of the suspicions of his patrons, the demand for competitive bids on every piece of printing, and the cry for lower prices, and the unholy competition, as well, of those who either know or care nothing about values, costs or prices, but make all estimates on the principle of getting work from competitors regardless of consequences? How unhappy the present conditions are, was exemplified by the attendance of two hundred and seventy employing printers, from all parts of America, with an aggregate expenditure of tens of thousands of dollars in money, and as much more in the value of time consumed, upon the First Printers' Cost Congress, that had only been announced two or three weeks in advance of the date of the meeting. It is believed that the formulating of a system for ascertaining cost, accurately and understandingly, will result in the standardizing of prices, for the reason that, on the one side, all honest customers or businessmen are willing to pay cost with a reasonable per cent of profit, hence there will not be so much temptation to cut prices, and on the other hand, when printers fully know the cost and are able to demonstrate the same, it is to be presumed that they will not do work for less than cost, unless they are wholely reckless and dishonest and deliberately set out to swindle those from whom they purchase supplies or to cheat themselves and their families out of what justly belongs to them. The cutting of prices from the standard of cost, with a reasonable added profit, must ever mean either lowering of quality, thereby defrauding the buyers, or robbing the supply men, the workmen, the landlord or one's self and family. High quality pays in commercial printing, while low quality is often almost worthless, if not injurious. The wise printer, who desires to serve the best interests of his patrons, will ever work with the view of producing the highest grade of work, adapted to the character of the business represented thereby, and can only do this by securing right prices therefor.

* * *

Job printing is a very important branch of business to nearly ninety per cent of our readers, and, for that matter, to nearly ninety per cent of the newspaper publishers of the United States. It is doubtful whether, out of the twenty-three thousand publications in the United States, over two thousand three hundred are without some kind of a printing business. For this reason we run "Review of Job Printing," and "More Work Through Publicity" departments, for the purpose of teaching the way to better production and the best methods of securing more work in this important branch of the printing business. We have hundreds

of testimonials as to the great practical value of these departments as well as to the usefulness of "Newspaper Criticisms" as helping to better and more profitable results.

So important and so generally carried on by newspaper publishers, is job printing, that they wisely give a place to its discussion at conventions of their organizations. Many associations have adopted the method of having competitive exhibitions of printing with liberal prizes for the best samples. In addition to this, a plan has been adopted, which is particularly gratifying to us, for forty-one years ago, before we ever thought of becoming an employing printer, at a country fair at Hader, Goodhue County, Minn., we advocated the adoption of identically the same method by farmers as to their products and their annual fairs. The plan is that of accompanying each exhibit—as we advocated, the accompanying each farm product entered for prize—with specifications as to production, and then discussing the same. At the recent meeting of the Western New York Publishers' Association, the discussions of samples of job work, submitted by members with full specifications, proved especially valuable and instructive. Those taking part in the discussions submitted estimates as to what they would charge for the different jobs, that were entered for prizes, and a comparison of these prices and the amounts really charged for the work, by the parties offering the samples, resulted in much enlightenment as to right methods and the cost of work and as to right charges to be made.

* * *

These discussions, among employers, suggest that the man who owns and conducts an office needs education, training and practical knowledge, not only at the beginning of his career, but all the time in conducting of business, in order to keep up with the advances and changes in methods and business. Whether he works inside the shop or not, he must be able to direct employes and see that they are kept up-to-date. Right here, too, it is worthy of remark, that, in figuring the cost of work, a fair salary to the working or superintending employer should be taken into account. He should be credited on the books with and draw a regular salary. There can be no profits until all the workers are paid, but some employers seem to forget this and to be content with considering what they draw as so much profit. It is not fair for the owner of an establishment to live on the leavings after all other charges are paid. In a recent issue of *The British Printer*, we find the following which, though it may not be entirely new, is extremely well put and deserves repetition just at the present time, when so general an effort is being made to arrive at the real cost of work:

> As long as a man is content to work for a salary in somebody else's establishment, he draws a regular income of so much per week or month.
>
> When the same man goes into business for himself, he usually takes the remnants and scraps which are left over after paying the rest of his workers.
>
> It has been suggested, and the suggestion is a good one, that the head of the firm, even though he be the "whole show" so far as ownership is concerned, should put himself on a regular salary, and count in that salary as part of the regular expense of the firm.
>
> Then if there is anything left in the way of profits, the head of the firm knows what his business is really making above the expenses.
>
> Naturally, the head of the house should receive the largest salary. It would be manifestly improper for the head of the estabishment, whose superior brains and experience are supposed to entitle him to leadership, to put himself on the pay roll for less money than his subordinates. If the head of the house isn't able to draw the biggest salary, he is not entitled to be head of the house.
>
> Having a definite salary, it enables the owner of the business to cut his personal expenses to fit the salary, and will in many cases result in an actual saving of considerable money.

There are a number of items of expense, besides the salary of the employer, that are too frequently not taken into account in making estimates. Among these, are office attendance, the waiting on customers, making estimates, soliciting work, and submitting proofs, corrections, distribution of type, buying and handling stock, losses from errors, spoiling of jobs and bad debts. The employer is worthy of his hire but he can not get any hire unless his wages are charged to the work, as well as all these other items of expense or loss for which he is compelled to pay.

* * *

In this same issue of this excellent paper, we find another article that is opportune by reason of the movements, recorded in this and previous issues of the NATIONAL PRINTER-JOURNALIST, for schools of printing and newspaper making. Mr. William H. Slater, who has been for seventeen years instructor at the Borough Printing Classes, London, S. E., in writing, at the request of the editor, on "A Night in a Printing Class," enlarges on his theme and treats, by way of opening, broadly on the ground work of all such teaching. He says:

> "I have heard scores of men, of apparently good standing, ridicule the theory classes; I cannot conceive why. Theoretical knowledge is at the back of everything, and to sneer at it is like sneering at the sun. Without the sun there would be no life; without theoretical instruction there would be no intelligent practice."

He then goes on with a very logical contention, "That information of a practical nature on many subjects can be given in theory more perfectly and more thoroughly, by descriptive, and comparative explanations and in less time than it can be given in any practical work-room. * * * A teacher cannot give a man experience, nor can he teach him resourcefulness in theory, this can be done only in the workshop—but, standing before a large body of men, he can suggest an infinity of resource."

He further shows, how short is the time, even if the number taught should not be more than twelve or fourteen, to instruct each in his actual work in the practice-room, but "when the matter is discussed in

theory from every possible standpoint and with the help of a wide experience, where it is possible to go wrong is pointed out equally emphatically with the straightforward progress towards success. Bad work (that is, work badly done) is referred to, how easy it is to fall into error in certain jobs, and, if the error is found out, how to recover quickly. The whole groundwork is prepared, the foundation is laid before work in the practical room commences, and if a student has been able to take notes and assimilate the instruction he has received in theory he should start practical work a long way in advance of the man who has not sat in the theory section at all."

This experienced teacher does not deprecate the "laboratory" work but establishes, beyond question, that the principles should be taught first and the laboratory be used to test knowledge, develop resource, correct errors that have resulted from lack of full understanding and to give experience.

* * *

Referring back, again, to the actual business of conducting a printing establishment, it is worthy of note, that at no other period of modern time, has so much time, money and thought been expended upon the solving of all the problems of economics and profitable production and all the items that enter into the same. Organization, system and careful account records, at every step, are the means now used in every successful productive industry. Even the farmer keeps an account with the soil, with the cattle and horses, and knows what cultivation and fertilization of the fields and the feed of the stock cost and what is the yield. Scientific farming requires this and the results are immensely satisfactory. If these things are essential in regular manufacturing industries and in farming, where the products of the same character are turned out, from year to year, how much more essential to what is known as commercial job printing, in which nearly every job varies in character from every other and has to be dealt with separately. In this day, skill, industry, perseverance and equipment, in a trade, will not, unaided, win success. Through organization with others in the same calling, the most progressive come to a better understanding as to limitations and possibilities, unfair competition and temptations thereto are lessened, co-operation to secure what is due the trade or calling is obtained, as well as broader, wider, greater enlightenment and perfection, through interchange of knowledge and experiences. Co-operation, within the business, factory or shop, sets all departments and all the employes to working in harmony for the same ends and gives each the benefit of the knowledge, methods and views of all, creates an *esprit de corps,* a feeling of mutual interest, a loyalty to and a pride in the whole establishment and in its worthy success. System saves time, waste, loss and money and reduces cost and increases production. At the very foundation of all, is the accounting department, that puts everything to the test of the figures that cannot lie and that must tell just what is necessary to secure the indespensable profit in production and the sources from which it comes. Without keeping a careful account with every department and every job, it is impossible to tell whether there is a profit or loss or where the profit or loss is or how to increase the former or to prevent the latter. Walter C. Kelly, Secretary of the Ben Franklin Club, Chicago, recently treating of this subject, made some excellent suggestions, besides giving most excellent and convincing reasons why printers should overcome their timidity, appreciate their calling at its full commercial value, and be brave enough to stand up before the best and wealthiest merchants and manufacturers, to demand full and adequate renumeration for their work that is not only useful and of highest value and that requires more than ordinary equipment, knowledge and skill, but is indispensible. He said among other things:

Just imagine for a moment, if you will, what would happen if all printing offices would close their doors. What would become of business, commerce, advertising, manufacturing and everything that goes to make up the present way of making our present and future progress- What could we do without printers' ink and its many products? Can you induce yourself to harbor the thought of no more newspapers, trade-papers, books or magazines? No more catalogues, booklets, circulars or the thousands of other kinds of advertising matter that has become so necessary to modern business? Every intelligent being must admit the almost immeasurable usefulness of this great army of educated craftsmen.

Although it must be conceded that printers are the backbone and furnish the initiative of all progress throughout the whole world, they seemingly are compelled to work more years and more hours during those years than any other class of skilled workmen to make a bare living, and it makes no difference whether they are working at the case, at the press, at the editor's table, at the office desk, at the binder's board or at the head of the financial end of the office, they have all been compelled to end about the same. Their life has been one of continued sacrifice for centuries past. It is also conceded by all men of affairs that their future is greater than ever before, and that they are more greatly needed at present than at any time in past history.

"WILL GET THE BEST."

Mt. Pleasant, Tenn., Nov. 4, 1909.

National Printer-Journalist Company, Chicago, Ill.

Gentlemen:—I have for some time been thinking very seriously of subscribing for a printers' journal and decided that I would put it off no longer as I figure that a printer is depriving himself of much knowledge when he is without one, therefore I will get the best there is while I am at it.

I deem it useless to say, "Please find $2.00 for the Journalist one year," for if you are anything like us that is the part you are looking for and generally find that and examine it before you do the letter, thinking that if the money is bogus that the letter is too.

Wishing you the best of everything, I remain,

Most Respectfully Yours, J. Percy Matkin.

A Model Newspape With Profitable Side Lines

SIDE Lines for Newspapers" was a topic ably presented and discussed at the recent meeting of the National Association. It was developed that many newspaper men had profitable "side lines" and still, none the less, conducted worthy and remunerative publications. Hon. Omar D. Gray, of Sturgeon, Mo., *Leader,* showed how, when the fire insurance and real estate men refused ads, he added these departments of business to that of publishing his newspaper and made money, soon having a larger business than that of all his competitors combined.

It is stated that Frank A. Munsey, who has so many papers that he can scarcely name all of them, recently made $5,000,000 in U. S. Steel stocks, and a large amount on other holdings, because of his knowledge of the country's resources and possibilities and his absolute faith founded on his broad information. We do not advise our wealthy newspaper friends to go into stocks, but there are many things that an intelligent newspaper man may enter into with profit if he has the pluck, intelligence and perseverance—things must come naturally in the line of his work as a promoter of local interests, yet he should never lose his hold upon his newspaper as the principal agency of usefulness and means for opening the way to opportunity.

The Oil City, Pa., *Derrick,* tells an interesting and instructive story of one such newspaper man who is well known to many of our readers. The *Derrick* says:

We have in mind one of our exchanges, a weekly newspaper that is ably edited, prints the news that is of interest to its readers and whose editor is a man of commanding influence in his community. As it lies before us it consists of two sections, sixteen pages in all. Typographically it is as pretty as a picture. Clean type, attractive headlines and newsy matter. The display advertising rivals that of the metropolitan dailies.

The first section is full of news. The second section has four pages of readable miscellany and four pages of hardly less interesting announcements of real estate for sale by the agency of which the editor of the paper is the head and heart. By this description every newspaper man in this region has recognized the Bolivar *Breeze,* and it is the Bolivar *Breeze* of which we speak. The institution is a triumph of brains over unfavorable circumstances.

John P. Herrick, editor of the *Breeze,* made his advent into Bolivar after it had been condemned as a "dead town." The glory of the oil boom had departed. People were becoming anxious to get away to some more promising field. So Mr. Herrick had a chance to buy a paper cheap, the owners being among those who desired to get away. He bought and began to put brains into the venture. The paper has prospered from the first. It is more prosperous now. It is what we have said, a model country newspaper. It has better patronage than any paper we know of its class.

One weekly paper, however, was not sufficient to engage all the energies of John P. Herrick. He engaged in the real estate business, particularly the sale of farm lands in his own section. He used his model paper as his advertising medium and his real estate business prospered as his paper had done. It has now grown to be an important part of the total business and covers Northern Pennsylvania as well as Southern New York. Mr. Herrick bought oil production, as he had bought a newspaper, because others were anxious to seek more inviting fields. He has made the wells pay. We hope the persons who sold them have done as well.

With all the rest, Mr. Herrick is postmaster in his town. He finds time to discharge the duties of this office to the satisfaction of its patrons. But above all, John P. Herrick is editor of the Bolivar *Breeze,* a model weekly newspaper. With a keen sense of news he is at the same time a thoroughgoing business man. That fact lends value to his appreciation of news, for he knows the news of real worth. On that he has built his success where failure had been predicted. The Bolivar *Breeze* is recognized, wherever it goes, for its sound judgment on public questions, so it has great influence upon the destinies of the section in which it is published, and really in a much wider field.

The Bolivar *Breeze* is worthy the study of other newspaper makers. If its particular field of circulation is better than that of any other weekly paper, it has been made so as much by the efforts of the *Breeze* as by any other cause. When the *Breeze* began to blow, as it now does, Bolivar, as we have said, had passed its boom. Many there were who were over-anxious to quit it as a thing that had been. Mr. Herrick, with keener insight, put new courage into the people and new hope in their hearts. To him there was much left in Bolivar to live for. And Bolivar has justified the faith. It is a thriving village, while its neighbors have gone to oblivion. The *Breeze* is as much responsible for this result as any other cause and it is the exponent of the spirit of enterprise that has kept Bolivar on the map and made of it an increasing part of the topography. Of such power is a model Country Newspaper.

Advertising Your Advertising

R. R. Shuman, of Chicago, is introducing a new and valuable advertising service. It is that of telling publishers how to advertise their own chief commodity, advertising, and also furnishing copy for such ads as will be effective. We are using one of the pages prepared by Mr. Shuman this month, but this article is not intended to exploit his business but to borrow some of his excellent ideas and arguments for the benefit of the readers of the NATIONAL PRINTER-JOURNALIST, to enforce the value and necessity of the adoption of methods for advertising their own publicity, systematically and persistently.

Mr. Shuman recently delivered a very interesting talk before the Chicago Trade Press Association, that has decided to enter, with like organizations in several large cities of the United States, upon an advertising campaign showing the value of trade paper publicity for reaching members of the various trades that they represent.

His plan for directly promoting advertising, is to prepare a series of advertisements, say twelve or more in number, and then go to the non-advertiser with this especially prepared copy and interest him in this advertising campaign, but like all commodities advertising must be advertised and his scheme for this is through co-operation therein as well as, through, carefully prepared ads, like the one used in this issue of the NATIONAL PRINTER-JOURNALIST in each publication. He illustrates as follows:

At the recent National Convention of the billposters of the United States they voted a fund of $50,000 to establish a Central publicity bureau for the purpose of educating the advertisers of the country to the excellence of bill posting as

a trade puller, and a central bureau has already been established in Chicago and the good work begun.

The method as to giving publicity as to the value of advertising is to have special advertisements prepared to run in the publication itself and then use such other advertising as may be thought effective. The Minnesota Editorial Association entered upon a campaign of this kind some two years ago. The advertisements were prepared and sent to all the papers that wished to use the same. Besides the advantage of having these advertisements, prepared by an expert and made attractive and tellingly effective, is the instituting and maintaining a systematic continuous campaign. The most of the advertising done by publications is desultory or haphazard with no system or thought. An advertisement of a publisher's own wares is frequently gotten up in a hurry, thrown together and put in, to fill space, at the last moment in the make-up of the paper, instead of being planned, after study, for the purpose of winning goodwill and business. Newspaper publisers and advertising managers frequently remark on the carelessness of their advertisers in preparing and changing their announcements, and then they set a bad example by being still more careless.

In soliciting advertising, the difficulty is often in securing a hearing but persistent, well prepared advertising creates a demand, an appreciation of the value for proper publicity and a desire for its use, then, if one goes with a clear, definite proposition for an intelligent campaign, and, if possible, with a series of ads mapped out, there will be very little trouble to secure a hearing and business.

Universality of Service—Reforming the Courts

Wisconsin State University is performing that universality of service to its state that should be likewise the part or work of every newspaper to its community. We have had occasion to remark on the service rendered by this model, modern State institution to dairying, and to farming in its broadest extent, as well as to the aid that has been given to legislation. There is scarcely any worthy industry or worthy institution in the state that has not felt its helpful influence. One of the recent undertakings of this school, that is not afraid of lowering scholarship by being practical and useful in its relations to men, society, government and the productive callings and to the professions of newspaper making, medicine and law, is for the improvement of the courts as to criminal proceedings—a work that ought to be seconded, taken up and heartily pushed forward by every newspaper.

The basis for the criticism directed against the administration of criminal justice and the possibilities of improving it, were the subjects of discussion for the first Wisconsin conference on criminal law and criminology held at Madison, Nov. 26 and 27, under the direction of the university.

Several hundred citizens of the state took part in the conference, including judges of the supreme court, circuit judges, prosecuting attorneys, heads of the state penal institutions, as well as probation officers, lawyers, social workers, alienists, physicians, clergymen and educators.

After brief addresses of welcome by President C. R. Van Hise, of the University of Wisconsin, and by Gov. Davidson on Friday afternoon, Nov. 27, the conference effected a permanent organization. Two important addresses were delivered on this occasion, one by Prof. Roscoe Pound, of the University of Chicago, on "The ritual of punitive justice," and the other by Justice W. H. Timlin, of the supreme court, on "The Problems Before the Conference."

The greater part of the conference was devoted to a discussion, through some eight committees, of the important questions connected with the trial and punishment of criminals. The jury system and its possible improvement; trial procedure, including the possibility of examining the accused in open court to discourage the sweating process of the third degree by the police; the trial of criminals when the question of mental responsibility is raised, including the value of expert alienists in such trials; the juvenile offender and how he should be dealt with; probation, parole, pardon, and indeterminate sentence and the cause and prevention of crime, were the subjects discussed by these committees and reported to the conference.

Now, we give this, not so much for its value as news but because of the opportuneness of taking up this matter of criminal proceedings. Crime is on the increase and there is good reason to believe that criminals are fostered and created by the faulty administration of justice in our courts. Judge Lindsey, has made this certain by his "Jungle" articles, treating of conditions in Denver, Colorado. What exists in Denver is found throughout the whole country to a greater or less degree. It is now no longer considered unprofessional for lawyers to endeavor to cheat justice, and to free criminals or protect wrong doers in their evil ways and in their dishonest gains, in their swindles, embezzelments, graft, thefts and murders, with all the learning, skill and zeal of one fighting for right and justice. Fees, by court officers and by lawyers, are sought with no regard to right or righteousness. Little or no discrimination is used between the follies of boys and the crimes of hardened criminals and the jails are transformed into schools of crime; the teachers are most hardened criminals and the pupils are furnished by the appointed guardians of law and justice, in the reckless struggle for increased fees. So great have become the delays, and the robberies through the courts; so uncertain the possibility of punishing criminals, that in desparation men are tempted to take enforcement of rights and righting or avenging wrongs into their own hands and to secure by violence, by bombs and mobs what cannot be obtained through the means that are constituted for the upholding the rights of citizens, redressing their wrongs and punishing evil doers. The governments of our cities are so debased that they encourage instead of prevent crimes, live off of criminals instead of punishing them, aid the white slavers, who force girls into lives of slavery and shame by beggardly wages, or by actual force, or seduction, for political influence and a share of the earning of the enslaved. At such a time, it is well for State Universities to take up the matter of both civil and criminal courts in an effort to discover methods of preventing these great iniquities. It is the duty of the newspapers to aid such a university in so commendable an undertaking and, all the time, to strike blows for justice and righteousness and for their inculcation and enforcement of right both inside and outside of the schools.

"THE BEST PAPER."

DOWS, IOWA, NOVEMBER 8, 1909.

B. B. HERBERT, CHICAGO, ILLINOIS.

DEAR SIR AND BROTHER:—Enclosed please find my check for $2.00 for which please peg up my subscription to the best paper that comes to my desk. I was prevented from attending the Seattle meeting for reasons that the enclosed post card will explain, and would like to have the report of the meeting if possible.

Thanking you for past favors, and trusting that all is well with the N. P.-J., I remain, Fraternally yours,

H. G. ZIMMERMAN.

[The proceedings will be mailed about Dec. 1st.—ED.]

Arthur Capper secured the serial rights to the Rev. Dr. Chas. N. Sheldon's new story "The Higher Calling," and is running it in both the *Daily* and *Weekly Capital*. Many critics have pronounced the new story superior in many respects to Dr. Sheldon's great success "In His Steps."

J. P. Baumgartner at the University of Missouri

A TALK ON NEWSPAPERS OF SOUTHERN CALIFORNIA, WITH SIDE REMARKS ON NEED OF PREPARATION FOR THE CALLING.

A COPY of the Columbia, Mo., *Herald* of November 5th, has reached this office containing a synopsis of an address by J. P. Baumgartner, of Pasadena, California, and First Vice-President of the National Editorial Association, before the Department of Journalism of the University of Missouri.

Mr. Baumgartner's able addresses, before the conventions of the National Editorial Association, have shown him to be a deep student of the newspaper calling as well as an intelligent enthusiast therein, fully appreciating its opportunities for broad usefulness and its many and weighty obligations. He is well fitted to instruct and inspire youth who are seeking an education and preparation to enter, as worthy members, the great faculty of this almost illimitable "College of the people" with its boundless curriculum, that includes all knowledge and all human interests and combines in itself a manufacturing industry, a commercial business, and the highest learned profession in that it seeks the information and instruction of all men and the members of all other vocations. It must have been an occasion of great gratification and pleasure to Mr. Baumgartner, for he had returned to his old school wherein had been a student, and to his old home, where, at the beginning of his career, he had been, for a time, an editor of the home paper, the Columbia *Herald*, which gives the following account of his address:

In introducing Mr. Baumgartner, Dean Walter Williams said he was proud to do so because Mr. Baumgartner was his friend and a former student of the University who had made good, both as a man and a journalist. "Mr. Baumgartner has builded no less than five splendid newspapers in California," said Mr. Williams, in two of which he is now financially and editorially interested and engaged. These are the Long Beach Daily Press and the Santa Ana Daily Register. Mr. Baumgartner's success it has seemed to me, is no less due to his high ideals than to his fine ability."

Mr. Baumgartner was scheduled to speak on "Pacific Coast Journalism" but he spoke principally of the newspapers of Southern California, which he said were as different from those of Central and Northern California as they were different from the papers of the Mississippi Valley or the Atlantic Coast.

He pointed out and exhibited papers to prove that the volume of advertising in Southern California newspapers is from three to ten times as large as that in the papers of most middle, western, and eastern sections of the country. This, he said, was due to the fact that publicity is the very life-blood of every community and of every individual business enterprise in Southern California. Taking Columbia and Santa Ana, California, for comparison, without odium or criticism, the speaker said Santa Ana is a city of 9,000, while Columbia has 12,000 permanent population. The Missouri City is by far, the richest city of the two, and has a richer and more populous tributary territory, surrounding it. The papers here do not come in such close competition with the large cities as those of Santa Ana, where the Los Angeles morning and evening papers are on the streets as early as the local papers can get out. And yet, Santa Ana has two evening papers of eight seven-column pages each, both having a telegraphic news service, and being gotten up in metropolitan style. The weekly newspaper is practically unknown in towns of over 5,000, all such towns have at least one, and most of them have two, live, snappy, daily papers, which are distributed by carriers over areas of from twelve to twenty-five miles in all directions from the town center. Southern California is building magnificent rock and oil and asphaltum roads everywhere, and the natural roads, owing to the character of the soil (a decomposed granite) are the finest in the world. This enables carriers to use bicycles and motor cycles to the best advantage.

Mr. Baumgartner spoke in hearty endorsement of the School of Journalism. He said he knew of no profession in which technical training was so badly needed or in which it would be of more value to the community. Also there was sad need in the newspaper profession of higher standards of qualification, both with respect to mental and moral fitness.

The speaker said the ideal newspaper was the well-balanced, perfectly-poised newspaper. It should not be a mere money making manufacturing enterprise, nor should it be mentally and morally top-heavy, intellectually shooting over the heads of its readers and undertaking to revolutionize the moral universe. The business side of a newspaper and the editorial department should co-operate and be mutually helpful, instead of one being built up at the expense of the other.

This most glaring fault and pitiable weakness of the newspaper profession, he said, is lack of efficiency, such as training in the School of Journalism is designed to remedy.

A Suggestion as to Profitable Aid to Merchants in Holiday Advertising

One of the most effective ways to increase advertising is to adopt methods to make the same more effective.

The Red Wing, Minn., *Daily Republican* has a method of running, as a reader, each day, a brief synopsis of what advertisers are offering in goods or bargains. This plan helps the advertisers and the readers. We suggested recently, the giving of an index of advertisements in each issue of the paper, which will not only prove a convenience but do a service and will carry the conviction that the publisher believes in and is desirous of aiding his patrons in making their announcements effective, in this way winning goodwill for the paper.

At the recent meeting of the Western New York Publishers' Association, Mr. R. A. Peck, of the Caledonia *Era*, told of a most successful method that he had used to secure increased holiday advertising. We do not see why the plan would not be equally valuable for every day of the year. In fact, we have found, from our experience in running both a weekly and daily paper, that it is generally pretty easy to fill all the space available at this time of the year, besides it is the steady, all-the-year advertiser who is most benefited and more valuable to the paper. Publisher Peck said:

I found that the best way to get to the pocketbook and interest of the merchant was to write out the ad that I thought would suit his business best, designate the space and cost and take the same to him nicely typewritten and ask if I should insert it. Invariably I would get the business, where if I went in and tried to interest him and get him to write his own copy he seemed all at sea as to what to say, how much space to use, when to use it, etc. I had to put some definite proposition directly to him where all he had to do was to say "yes."

One plan that netted me more than anything else was a two-column headed directory to Christmas shoppers. An attractive heading was shown, and under it a sentence or two were used descriptive of the show window or the stock of the advertiser, this gratis. Below this in single column, doubled up, were the articles offered for sale and in some cases the prices, followed by the merchant's name run in caps and small caps. I charged for this 10 cents per line per insertion, gave it a prominent place, and the two columns I secured paid me more than some whole pages of display.

The merchant needs education as to how to advertise, and if he can be brought to let you prepare copy for him you can usually keep him, but the rub is in the small busi-

ness to get time to do that. It can't be delegated to any seven-dollar-a-week boy, but wants the very best brain in the office. Care should be used not to presume to dictate officiously what should be said. I often urge my customers to change copy, and those who do not are usually complaining about poor results; those who do, rarely so.

It is up to the newspaper man to make the goods he offers valuable to his patrons and in order to do this, he must sell something more than the space.

E. O. Rose, Deceased

Another of the veteran members of the National Editorial Association has passed away. Mr. E. A. Rose retired from active newspaper work about two years since, at the advanced age of seventy-nine years, and had accepted a position in the U. S. postal service as railway mail clerk, with a run from Jackson to Adrian, Michigan, and return. On the evening of October 22, 1909, while in the performance of his duty, he was accidentally killed. The Steuben, Ind., Republican says: "It was his habit to go to his car in the yards in Adrian as soon as the mail was delivered, generally about an hour before time for the departure of the train, in order to get the mail well distributed. Then just before the train left he would go to the mail box at the station and take out the mail for the train. He was following this routine and about eight o'clock was walking along the track toward the mail box. An eye-witness said he evidently heard the engine approaching and thinking it was on another track stepped the wrong way and directly in front of the engine, which struck him with terrific force in the back, throwing him to the ground and grinding him beneath the wheels to an instant death."

Previous to the war for the preservation of the Union, Mr. Rose was engaged in the practice of law at Angola, Ind. In August, 1861, he enlisted as a volunteer in Company A, 44th Indiana Vol., and was elected First Lieutenant by an almost unanimous vote. Because of a severe wound and impaired health, he was compelled to resign. In 1863 Mr. and Mrs. Rose removed to Big Rapids, Mich., then a small village seventy miles from a railroad, and there they lived until the town grew to be an incorporated city with three railroads. Mr. Rose engaged in a law partnership with C. C. Fuller, and he followed that profession until 1872 when he acquired an interest in a newspaper; and shortly afterward he turned his whole attention to journalism, which remained his chief vocation till the end of his life. His first paper was the Big Rapids *Magnet,* shortly afterward merged with the *Pioneer* as the *Pioneer-Magnet* which he published in partnership with Chas. Gay until he disposed of his interest in 1882. He then moved to Grand Rapids and was connected with the *Saturday Evening Post* for a short time, and later entered the railway mail service. During their twenty-five years residence in Michigan, Mr. Rose held the office of Prosecuting Attorney for four years, and he was a member of the Michigan legislature in 1873 and '74. In 1893, in partnership with Clyde C. Carlin, he founded the Angola Magnet and he held his connection with that paper, most of the time as its editor, until the fall of 1907. He was a member of the Indiana Republican Editorial Association and the National Editorial Association, and was a prominent and active worker in these organizations, by reason of which, and his ability as a newspaper writer, he enjoyed a wide acquaintance among the fraternity.

He attended many conventions of the National Editorial Association and was ever interested in the work of that body. His accounts of the meetings and excursions in his own paper were always written with great care and were broadly instructive, for he was a close observer and deeply interested in affairs and in all the interests and developments of the sections visited. His last attendance was at the convention in 1908, at St. Paul, and his account would make a most interesting book of travel. The Republican truthfully says of his life and character:

"Mr. Rose was a gentleman of strong personality, active and vigorous throughout his life. His education was supplemented by reading and wide travel, so that his fund of information was valuable, and he was capable of imparting it in the manner of an interesting writer and entertaining companion. In his home life he was kind hearted and generous, and the recollection of the years are very tender to the daughters and the companion of more than half a century.

"In his public life he was painstaking and conscientious, no officer ever serving with greater fidelity to his trust than he. He was likewise faithful to his duties as a soldier, and as a private citizen he stood always for the law, truth and justice. Therefore a wide circle of friends mourn with the family circle and near relatives in his untimely end."

Interesting Briefs

The Allegany County (N. Y.) Press association held its annual meeting at Wellsville, Oct. 15. Those present were Messrs. Backus of the Andover *News,* Herrick of the Bolivar *Breeze,* Miller of the Canaseraga *Times,* Fish of the Whitesville *News,* Thornton and Norton of the Belmont *Dispatch,* Stickle of the Cuba *Patriot,* E. W. Barnes of the Wellsville *Daily Reporter* and Cowles, Dornew and Thorpe of the Wellsville *Democrat.*

The following officers were elected: President, John P. Herrick, Bolivar; Vice-President, Arthur A Norton, Belmont; Secretary and Treasurer, J. Backus, Andover.

An interesting feature of the Fort Worth Star-Telegram endurance run that was held November 23 to 27, made a very complete record of tire troubles it is proposed to keep. A small trophy was awarded to the tires going through with the most perfect score, it being necessary that at least eight tires of the same make be entered in the competition. No contest of a similar sort had ever been held.

It is hoped by the promoters of the run that the experiment of scoring tires will lead promoters of other runs to adopt a similar plan, and that out of the various runs an effective method of scoring tires will be developed.

The Star-Telegram run covered a distance of about 800 miles, being from Fort Worth to San Angelo and return. Fourteen cars were entered before the pathfinding car started out.

The pathfinding car on the run was the famous Thomas Flyer, which won the race from New York to Paris. The old car attracted circus crowds in every town it stopped. The route through West Texas was through a part of the plains district where the perfectly level country made an ideal place for automobiles. The result is that in some of the small towns several hundred cars are maintained and automobile enthusiasm high. Extensive plans for the entertainment of the contestants were made.

INDESPENSIBLE.

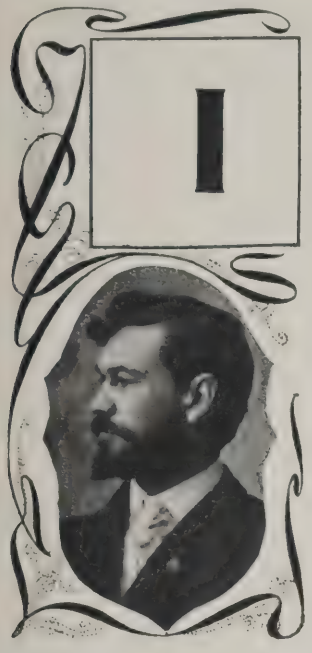
Girard, Kan., Nov. 6, 1909.

National Printer-Journalist, Chicago, Ill.

Dear Sirs:—Enclosed find money-order for $2.00 to renew subscription to Journalist. Cannot afford to be without it.

Respectfully, E. A. Wasser.

NEWSPAPER CRITICISMS



IT is generally supposed, and is quite frequently true, too that the most brilliant newspaper men are called sooner or later to the larger fields of labor upon the great city dailies, but I am indeed proud of the many really splendid fellows who stick to their country shops. Even in this commercial age there are men who are worthy to be in higher seats — who have even turned deaf ears upon urgent calls to more eminent places—but who remain in their little country offices because they love them and love the simple life within them. This may not be practical, but real genius has never been noted for very much of that quality. The primitive editor was a printer, too, and surely no man can know the full joy of the calling who has not possessed a little print-shop of his own, wherein all that were done must be wrought by his own hands, or at least overseen by his own eyes. I do not want to deny the city journalist his fame nor his happinesses, but I doubt if his days are filled with the rich, ripe pleasures that are born of the simplicity that follows the career of the country editor. The country editor's life is the simple life, the useful life, the life full of intimate human joys, close friendships and lasting honors. Even those country editors who have gone on at the call of duty to the administration of higher affairs, always look back with a tender eye upon their country experience. That day is past when the country editor is an object of jest and ridicule. Today he is respected and esteemed as he should be.

* * *

RED LAKE FALLS, MINN., October 15, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am sending you today under separate cover, a copy of the Red Lake Falls *Gazette*, containing three ads on which I would like to have your criticism. I appreciate the assistance you give to amateur ad-setters, and am anxious to know both the good and the bad points about my work. The ads I have reference to are (1) The Big Store, (2) Garceau & Rubertus, and (3) Joseph Helm. Hoping to see your comments in an early issue of the PRINTER-JOURNALIST, I beg to remain, Yours thankfully,

HOMER F. MUSSEY.

That the readers may better appreciate the criticism, I will reproduce two of these ad specimens from Brother Mussey, namely the last two mentioned (Exhibits 1 and 2). It will at once be agreed that this compositor knows how to produce striking, strong, clean effects; but notwithstanding this compliment, there are yet several faults, which I shall attempt to point out as I proceed. The predominating beauty of Mr. Mussey's work is the abundance of white preserved. In the Garceau & Rubertus specimen, the black rules at top and bottom are superfluous—yea, even damaging to the effect desired. Omitted, the display would have been stronger and the whole result more harmonious and pleasing. The general design of this advertisement is very good, but some uneven spacing is noted in both the display lines and the body matter. In job and ad work the compositor is supposed to

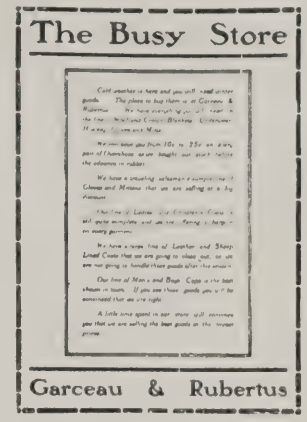


Exhibit 1

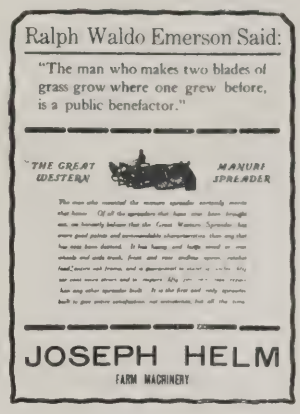

Ralph Waldo Emerson Said:
"The man who makes two blades of grass grow where one grew before, is a public benefactor."
THE GREAT WESTERN
MANURE SPREADER
JOSEPH HELM
FARM MACHINERY

Exhibit 2

keep his lines evenly spaced. There are only two flaws in the Joseph Helm specimen that occur to me: First, the underscoring of the first line is a mistake. This gives a suggestion of cutting off that line from the matter following, with which in reality it is very closely connected; and then besides I want to teach ad-men to use nicer discrimination in the use of rules anyway. So many ad-setters, as well as job-men—stick in a rule or ornament whenever there is a little extra space, whereas the effect were far better without them. The second flaw intimated above is the way in which the line, "Farm Machinery," has been treated. This line should have appeared in a more extended face, with the dashes on both ends left off. Otherwise this is a very creditable specimen. Referring now to the ad of The Big Store (which is not shown here) I do not wish the contributor to infer that it is wholly bad, for I can see many excellent features in it; but, that full benefit may be derived, I want to consider the faults first: The chief display line is defective, because of its shortness, but, if it could not have been lengthened by adding a word or two, then I believe it ought to have appeared right in the center of the line with normal spacing. Of course, if set in Post Old Style, as the signature is, then the proper way out of the dilemma would be letter-spacing, to achieve a full line, but I would never recommend this in the case of a DeVinne line. The introduction in any event ought to have occupied the full measure. Then the several columns of body or price list could have been treated

very much as it is, only entirely encircled with rule of the same one-point face as that used horizontally to divide the various columns. I observe that in setting the introduction, the compositor has used a two-em quad at the beginning of each sentence, which is entirely erroneous, because it gives the mass an extremely undesirable spotted aspect. I have found it the best practice in setting all ad and job work, especially, and I employ it even in the composition of straight matter, to make no special allowance of space at the beginning of sentences, but use simply the ordinary space that is required between other words in the line, thus securing a delightfully even-printed effect.

* * *

EAST OAKLAND, CALIF., October 9, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you the first and last copies of our paper, the East Oakland *Herald*, and would be pleased to have your criticism on same, if you can find room for it. We are only two boys, nineteen years old, and have not had any previous experience in this line.

Yours very truly, GEORGE W. STEWART, Editor.

Comparing these two issues of the *Herald*, I am indeed pleased with the strides toward improvement that are in evidence, and, with my eye on the last copy, I must declare that for two lads of such tender age and limited experience, Messrs. Stewart & Barrett, editors and publishers, are doing first rate. Of course, as is inevitable with those of inexperience, these young men are doing many things that are wrong, especially in a mechanical way, but in the main their efforts are highly creditable. The impression on the latest copy of the *Herald* is pretty good and the makeup, particularly of the first page, is especially good—only the make-up man should remember to insert a six-point slug between his matter in each column and the head rule. I shall be interested in future copies of this enterprising little sheet.

* * *

NORWOOD, OHIO, October 7, 1909.

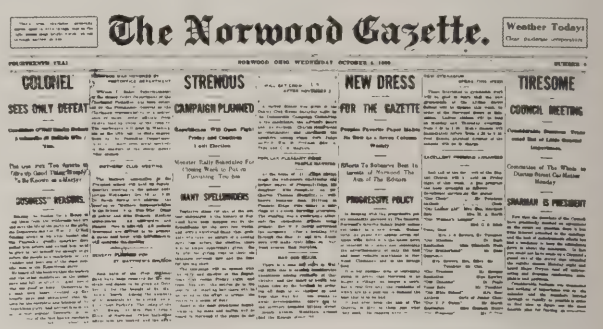
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you today under separate cover a copy of the *Gazette*, which we have just changed to a 7-column sheet. Also the last issue of the paper while it was a 6-column folio.

Any criticism you make will be appreciated—good or bad.

Respectfully, FRANK L. STILL,
Foreman Composing Room.

Wth its additional column per page, the Norwood *Gazette* has a veritable metropolitan aspect. The *Gazette* is a daily, devoted exclusively to chronicling the local news. Filling up eight pages seven columns wide every day with local news is no small undertaking but the way the *Gazette* force is succeeding in their attempt to do this is extremely satisfactory. A breezy, terse style is maintained in presenting the news, resulting in a very interesting paper. Besides the headed stories with which the first page is replete, there are an excellent editorial department, a page of correspondence, a page of society notes and a page of the sports, thereby thoroughly covering the local field in a fashion seldom equaled. An extremely liberal advertising support is accorded this paper, and throughout this has received plain, every-day, economical treatment at the compositor's hands. There is really but one feature about this sheet that is positively obnoxious to me, and that is the typographical style employed in the heads. These heads are entirely too black and boisterous to appeal strongly to one of good taste, let him be printer or reader. They suggest sensation and lack of dignity. That this remark may be


The Norwood Gazette.

COLONEL SEES ONLY DEFEAT

STRENOUS CAMPAIGN PLANNED

NEW DRESS FOR THE GAZETTE

TIRESOME COUNCIL MEETING

BUSINESS MEASURE

MANY SPELLBINDERS

PROGRESSIVE POLICY

SHAMAN IS PRESIDENT

Exhibit 3

more fully appreciated, I will show the upper part of the *Gazette's* front page herewith in exhibit 3.

* * *

Here is a much appreciated letter from my old-time friend, Fred F. Flatt, now of the Starbuck, Minn., *Times*. It goes to show what this journal is to many a printer-journalist.

STARBUCK, MINN., September 19, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I want to thank you for the recent criticism of my work in the Starbuck *Times*, and to assure you that I appreciate it. It is my desire to do the best work possible, and I have been greatly benefitted from your reviews of the past few years. Your department is worth the price of the N. P.-J. alone and I get other helps from it.

I am enclosing some advertising matter which we have been using to boost the *Times*. The advertising contract enclosed will explain why we have ads on the front page. I will also say here that we have more advertising than the county seat papers, which we think is pretty good. We will soon install a Junior Linotype and then we hope to produce a much better paper both typographical and in news matter.

Thanking you for all favors, and assuring you that I appreciate them very much, I am yours truly,

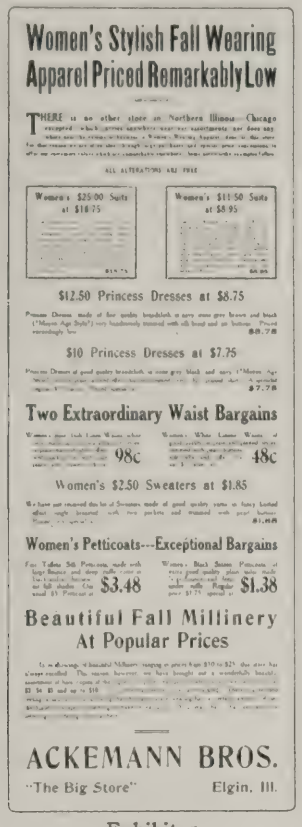
FRED F. FLATT.

Much of the advertising matter which Brother Flatt sends meets with my heartiest approval, but the clause to which he refers in the foregoing letter as explanatory to the appearance of ads on the *Times'* front page strikes me as a queer proposition. The clause is this: "If the merchants' advertising amounts to $2.00 or more per week, he is to have the privilege of front-page space once each month." It strikes me that this arrangement only stimulates the advertisers' desire for front page space, makes him want it all the time, and gives him a notion that the back or inner page spaces are no good. It is a better policy to work up a wide circulation, earn a high reputation as an excellent advertising medium by making a good paper first and then advertising every result obtained by its advertisers, and give both the reader and the advertiser to understand that there's no front-page space for sale at any price. It's a dignified proposition that benefits all concerned, and one that none can fail to appreciate.

* * *

That unknown friend of mine at Elgin, Ills., has again favored me with another trio of ads constructed by different compositors, evidently, from the same copy, asking comparison and criticism. It has taken me but a moment to place these specimens in order of respective excellence—exhibits 5, 6 and 7. There is but one feature in which exhibit 6 excels exhibit 5, namely, the treatment of the two panels near the top,

which in the sixth exhibit, having been extended in width, make a little the better effect. It is strange to


Women's Stylish Fall Wearing Apparel Priced Remarkably Low

THERE is no other store in Northern Illinois—Chicago excepted—which carries anywhere near our assortments, nor does any where near the volume of business in Women's Wearing Apparel done at this store. For that reason we are often able through large purchases and special price concessions to offer our customers values which are unmatchable elsewhere. Some noteworthy examples follow. ALL ALTERATIONS ARE FREE

Women's $25.00 Suits at $18.75

Women's $11.50 Suits at $8.95

$12.50 Princess Dresses at $8.75

$10 Princess Dresses at $7.75

Two Extraordinary Waist Bargains

98c 48c

Women's $2.50 Sweaters at $1.85

Women's Petticoats---Exceptional Bargains

$3.48 $1.38

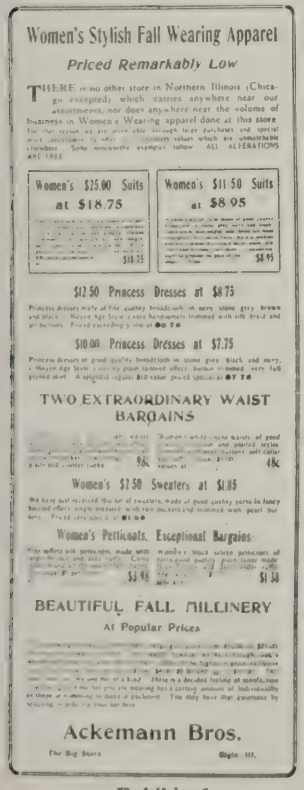
Beautiful Fall Millinery At Popular Prices

ACKEMANN BROS.

"The Big Store" Elgin, Ill.

Exhibit 5

note that, whereas the body of exhibit 7 is wholly neat and pleasing, it sinks immediately to the lowest rank because of the decidedly inferior manner in which the


Women's Stylish Fall Wearing Apparel

Priced Remarkably Low

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TWO EXTRAORDINARY WAIST BARGAINS

98c 48c

Women's $2.50 Sweaters at $1.85

Women's Petticoats, Exceptional Bargains

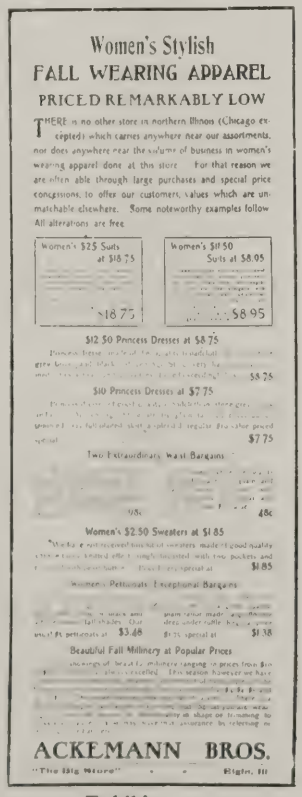
$3.98 $1.38

BEAUTIFUL FALL MILLINERY

At Popular Prices

Ackemann Bros.

The Big Store Elgin, Ill.

Exhibit 6

Women's Stylish FALL WEARING APPAREL PRICED REMARKABLY LOW

THERE is no other store in northern Illinois (Chicago excepted) which carries anywhere near our assortments, nor does anywhere near the volume of business in women's wearing apparel done at this store. For that reason we are often able through large purchases and special price concessions to offer our customers values which are unmatchable elsewhere. Some noteworthy examples follow. All alterations are free.

Women's $25 Suits at $18.75

Women's $11.50 Suits at $8.95

$12.50 Princess Dresses at $8.75

$10 Princess Dresses at $7.75

$7.75

Two Extraordinary Waist Bargains

98c 48c

Women's $2.50 Sweaters at $1.85

$1.85

Women's Petticoats, Exceptional Bargains

$3.48 $1.38

Beautiful Fall Millinery at Popular Prices

ACKEMANN BROS.

"The Big Store" Elgin, Ill.

Exhibit 7

heading was treated. The display within the panels in this specimen, too, is not well placed. In my estimation the signature in none of these ads has been perfectly done. That of the latter two is better than that of the first, but all have their errors. In the first the two lines are too widely separated; in the second, "The Big Store, Elgin, Ills.," should have been closed up in the center under the signature, whereupon the effect would have been very neat and tasteful; in the third I object to the rule between the two lines, and also to the hyphens between the two parts of the last line.

* * *

SEPTEMBER 25, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of the *Standard*, on which paper I am doing the mechanical work. Will you please tell me what you think of the appearance and make-up of the paper.

Any comments or criticisms will be appreciated.

Yours very truly,

Westhope, N. Dak. LEO F. RASKE,

The first and most commendable feature about this contribution from Brother Raske is the delightfully clean and carefully imposed front page, which, as a reward, I take pleasure in showing herewith as exhibit 8. Of course, as those well acquainted with my scribblings in these columns are well aware, I am no great

WESTHOPE STANDARD.

GAS MAINS ARE NOW BEING LAID IN THE CITY

BIG FIRE LAST SATURDAY DOES MUCH DAMAGE

GAS WELLS

SOUTH BRANDER

SERBIES NEWS

GOV. JOHNSON DEAD

Exhibit 8

lover of any Gothic face—especially not for head purposes—and more especially not bold, black Gothic like that in the headlines in this sheet. Still I must not fail to compliment the makeup man upon the neat balance he has succeeded in achieving. I regret, however, that he who wrote the two scare heads did not enlist sufficient discretion to make the two inverted pyramids of corresponding length—one is a three-liner, whereas the other consists of but two lines. Another little detail that I have often cited, with reference to the proper way of treating this style of head, is to use an ordinary, 13-em piece of column rule for cutting off the main headlines from the matter in the column under it to which it is not related, thus per-

mitting the employment of a nonpareil ornament of some kind as a corner piece where the ends of the two rules join. The contents of the *Standard* are very good. It is an all-home print product, the inner four pages being made up principally of plate. The advertising patronage is liberal, and, while I can appreciate the noble aims of the compositor, yet the evidence is such as to indicate that as yet many of the fundamental principles of artistic ad-composition is far beyond his grasp. Anyone, I suppose, who knows how to hold a stick and find the letters in a printer's case, can set an ad, after a fashion, but few there are who can do it right—or even well. In my time I have had much to do with working printers, and now, as I think of it, not over five per cent of all the printers I have known ought to be entitled to the name of finished journeymen. One of the chief reasons for this deplorable fact is that many men who become so-called printers are not naturally fitted for the work; another reason is that, in a great many offices where apprentices are taken the recruit is shoved along without any particular training or instruction and finally allowed to do work that is rotten but passes alright, because the public at large is unable generally to distinguish between good and bad printing unless they have the two for comparison, and even then, I'm not sure which they'd choose. Having learned to do the work that way, it is extremely difficult for the apprentice to unlearn his faults. But all of this is not necessarily pertinent to the case. Generally, as country newspaper advertisements go, the ads in the *Standard* are not so bad. It is only in point of detail that I can object; but I have already written at such length in this paragraph, that I can scarcely afford to enter into further discussion. Suffice to suggest that the ad compositor on this sheet begin at once striving to improve his work. Let him eliminate all ornamentation, eschew underscores, and study all specimens of reliable printing closely and critically.

* * *

And here is a gem of an editorial which I clip from the Stanley, N. D., *Sun*, which I trust is original with the editor of that sheet, since it is accredited to none other. It ought to interest every one of us:

"The editor of a newspaper is often accused of leaving out certain items of news purposely, because of a dislike of the person to be mentioned, or from prejudice or another cause. This is all bosh. The editor has something like a million different things to think of in connection with the issue of one paper and it is not surprising if he misses an item occasionally or sometimes forgets one which has been called to his attention. Nine out of ten people you ask for news items will tell you they can't think of any. But in most cases they expect the editor to think of them all and criticise him if he fails in a single item. The best way is to give the editor credit for what he does find and mention and for some things that he finds and doesn't mention.

* * *

MANDAN, N. D., October 2, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—By separate cover, I am sending you some specimens of my ad work which I have done on the *Pioneer* lately, and would appreciate your criticisms through the NATIONAL PRINTER-JOURNALIST. This is the first of any of my work ever sent in to a trade magazine.

Sincerely yours, CHAS. S. TROUTMAN.

Those who have bothered to read the preceding paragraph will understand me when I say that here is a printer whom I must count among the five per cent mentioned above. At least he is able to set an ad well, if not perfectly right in every instance. I am showing four of his ad specimens (Exhibits 9, 10, 11 and 12). While the first of these is probably as pleasing as any in the collection, yet I must object to the inversion of the lower rule. Count it as a whim, if you wish, but I must also question the use of these bold rules in any

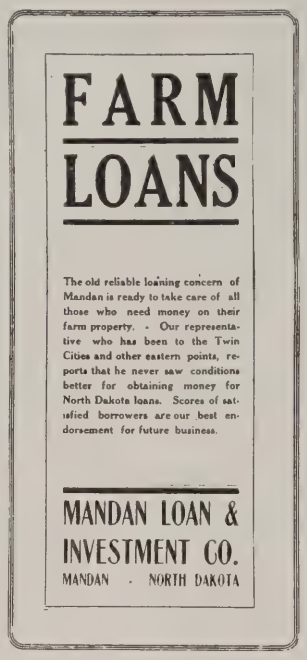

FARM
LOANS
The old reliable loaning concern of Mandan is ready to take care of all those who need money on their farm property. Our representative who has been to the Twin Cities and other eastern points, reports that he never saw conditions better for obtaining money for North Dakota loans. Scores of satisfied borrowers are our best endorsement for future business.
MANDAN LOAN & INVESTMENT CO.
MANDAN - NORTH DAKOTA

Exhibit 9

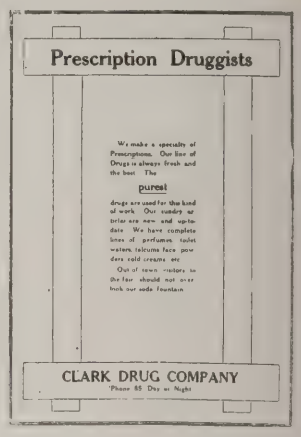

Prescription Druggists
We make a specialty of Prescriptions. Our line of Drugs is always fresh and the best. The
purest
drugs are used for the kind of work. Our sundry assortment are new and up-to-date. We have complete lines of perfumes, toilet waters, talcums face powders, cold creams etc.
Out of town readers in the fair should not overlook our soda fountain.
CLARK DRUG COMPANY
'Phone 85 Day or Night

Exhibit 10

event. Especially superfluous is that under the first line. Leaving that out and employing two one-point rules with a two-point lead between them, for separating both the head and tail from the body, would have struck me as the ideal treatment for this specimen.

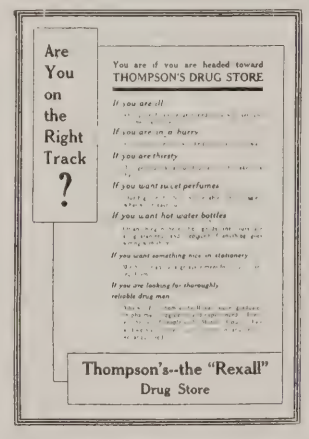

Are You on the Right Track ?
You are if you are headed toward
THOMPSON'S DRUG STORE
If you are ill
If you are in a hurry
If you are thirsty
If you want sweet perfumes
If you want hot water bottles
If you want something nice in stationery
If you are looking for thoroughly reliable drug men
Thompson's--the "Rexall" Drug Store

Exhibit 11

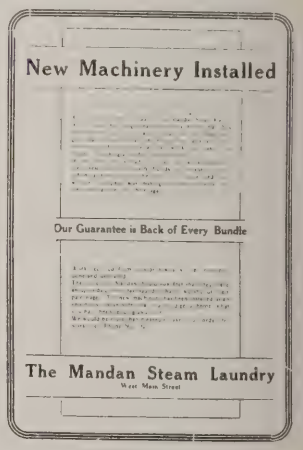


Exhibit 12

The rest of the bunch are all good enough to pass without comment. The better a specimen is, the less a critic need say.

* * *

It would be interesting to say the least, if I had my last criticism of the Robinson, Kansas, *Index* here to refer to ere I pass an opinion on the copy now before me; but unfortunately I have not, and am therefore at a loss in determining whether or not any innovations or improvements have been inaugurated since my late inspection. At present the *Index* is a veritable delight throughout. The first page is so extremely attractive in its style of makeup that I cannot forego showing it in whole herewith. (Exhibit 13.) This is an all-home-printed quarto and one especially noticeable feature of this issue is that the whole of the inner folio section is used exclusively in giving publicity to the

local Golden Rule Store. These four big ads are neatly and plainly set. What a veritable genius this Editor Harry M. Leslie of the *Index* really is! He's a town booster, too. Combining the two qualities, he brings forth among other peerless things in this issue a fall-time effusion in praise of the town of Robinson and Northwestern Kansas that cannot fail to stir the

ROBINSON INDEX.

Exhibit 13

heart of the "deadest" soul that breathes the pure Kansas air. Such newspaper men are those who count; they have good taste, as a rule, for the best in all departments of the calling, with the result of directly elevating the standards of newspaper making. The news service of this sheet is also praiseworthy.

The Following Continued from Last Month

CENTRALIA, WASH., September 20.

O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—The NATIONAL PRINTER-JOURNALIST (Printers' Bible) for September has recently reached us, and having observed the reproductions, the originals of which were undoubtedly sent you by my friend, Mr. Dunckley, in which you so carefully read and marked same for correction, will say that this was the fault of a careless "print" who had been consigned to correcting ads. Nevertheless, I cannot refrain from expressing to you my deep appreciation of the criticisms accorded me by your department, and, as evidence that we value your remarkable journal, I am sending you along with this same mail a few more of the *Chronicle's* ads. Thanking you very heartily for the kind advice, will ask you to remember me as the "kid" on the Yakima *Morning Herald* some three years ago. At that time, I believe, you were doing a stunt on the Yakima *Republic*, just across the street.

Yours very truly,
E. KENNEDY,
With the *Chronicle*.

I want to say here that which I have intended, but neglected, to say by personal letter to Brother Kennedy, namely, that it was not I, but the person who sent the ad in, who so carefully proof read and corrected his advertisement which was reproduced in this department for September, as must have been made clear to him, had not the compositor been guilty of a gross "leave-out" at the bottom of the last column of page 625 of the September JOURNALIST. I am pleased to learn the correct identity of my correspondent. Up

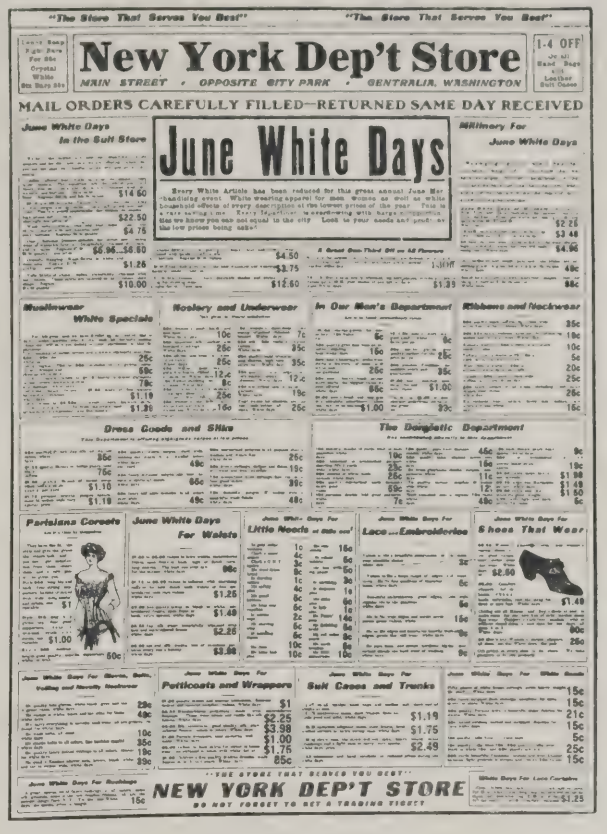

"The Store That Serves You Best"
New York Dep't Store
MAIN STREET • OPPOSITE CITY PARK • CENTRALIA, WASHINGTON
MAIL ORDERS CAREFULLY FILLED—RETURNED SAME DAY RECEIVED
June White Days
June White Days
NEW YORK DEP'T STORE

Exhibit 17

to this time I had not suspicioned that he were one and the same "kid" who worked "just across the street" from me in North Yakima. I am pleased indeed to see that he has developed into so complete a compositor. That he is competent is proved beyond the possible shade of a doubt by the ads with which he has favored

Exhibit 18

this department, including those sent in with the foregoing letter. Any and all of this last budget are good enough for reproduction here, but for convenience, I am showing but two, exhibits 17 and 18. They are indeed exceptionally well done. Wishing Brother Kennedy a continuance of success in the calling, I will leave him for the time being, trusting that his contri-

butions to this department have become a permanent thing.

* * *

HOOKER, OKLA., September 15, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—You heard from me some time ago and I then told you that I was going to send you a copy of the paper when we "got our hand in." I am sending you herewith four copies of the *Advance,* one before we obtained possession and the last three copies, which we have published under our own name. I have been editing the paper the past three weeks and therefore have not been doing the mechanical work lately, but set the page ad in the issue of August 13th. I am also making up the paper now and you will notice that I have not made up any two of them exactly alike, as I have been trying to improve the looks of it. I did not know just how I should arrange my double heads but like my last arrangement best. Any criticisms or suggestions will be gratefully received. Yours truly,

CHAS. E. HOOLE.

P. S.—I had anticipated a great deal of trouble in getting the advertisers off the front page, but they did not object very strenuously when they found out my purpose. C. E. H.

Indeed "the boys" have gotten their hands in alright, and it is a pleasure, too, to note the improvement. The new firm name is Southworth & Hoole, publishers, and I congratulate them on their marked success. The advertisement composition is not bad all through, and the page ad referred to was a very good job. But it is in mechanical makeup that the great strides for the

HOOKER ADVANCE

The Best Paper, Circulated Among the Best People, in the Best Town on Earth

Volume 6 — HOOKER, TEXAS COUNTY, OKLAHOMA, FRIDAY, SEPTEMBER 10, 1909 — Number 31

BEAVER VALLEY & NORTH-WESTERN COMES TO LIFE

After Long Silence Breaks Forth in New Place

$18,000.00 BONDS VOTED

This Amount Said to Assure Building of Proposed Road to Hooker

CULTIVATES HIS CROP

F. A. Bateman Raises Fine Crop for Which He Gives Cultivation Credit

HOOKER GIRL WEDS

NORTH PLATS SOAKED

Heavy Rain Fell Tuesday Night Which "Helps Some"

BUSINESS TOOK BIG JUMP ON HOOKER'S TRADE DAY

Large Crowd Made Things Lively Last Monday

BEST DAY SINCE MAY

Both in Point of Number Present and Amount of Business Transacted

Back to Texas County

Social at Fairview

LANGSTON LANDS JOB

Recess Appointment as Census Supervisor

Ice Cream Social

Does Good Work at Fairview

Teacher Wanted

HOOKER SCHOOL STARTS OFF IN GOOD SHAPE

Total Attendance for First Day Was 141 and Has Since Increased to About 160

83 PUPILS NOW ENROLLED IN HIGH SCHOOL

That Number Now Enrolled With Prospects for Many More for Higher Courses. Mrs. Bridges Will Again Head Music Course

Do You Own a Good Razor

Magazine Offer

Home Cured Meats

Dugan Telephone

Exhibit 19

better have been made. I like the style of the makeup of the issue of August 27, the only objection being that the first line in the first head was not a full one. But the style for which Brother Hoole declares a preference is also very satisfactory, being a trifle more elaborate. This is shown in exhibit 19. In regard to this, it will be found an improvement to use a 13-em piece of common column rule for cutting off the double column head-lines from the heads following in the inner columns. A nonpareil ornament of some kind can then be inserted where the parallel rule corners onto the perpendicular rule, giving a finished aspect. Brother Hoole's editorial work is good, being quite as remarkable for its extensiveness as for its excellence. Note what the brother says in his postscript. He had little trouble in arranging with his advertisers in preparing a clean front page. It's a pretty grouchy business man who will not concede to taking space on another page, if the case is properly presented to him. If he can be made to see that it is for the mutual good of all concerned to make the paper better, he is going to make the concession willingly. The *Advance* bears every evidence of prosperity, as it certainly should, and I hope it may never show evidence of anything less gratifying.

* * *

STANLEY, N. D., September 11, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the Stanley *Sun,* also a few ads cut from the same paper, which we would like to have you review in the NATIONAL PRINTER-JOURNALIST at your convenience.

The last time you reviewed any of my work was last fall, at the time I was interested in the Williston *World.* You had the pleasure of giving your honest opinion of some of my ads, and of the make-up of the paper.

My work here consists of job work and ad-setting. We have a very modern shop—a great deal better than the average country shop in "these parts," and one that it is a pleasure to work in.

The paper varies in size from an eight-page paper—four pages patent—to twelve pages all home print, according to the number of ads, and they are numerous at this time of the year.

The editor, Mr. McLeod, carries out one idea that you will appreciate—the idea of no ads on the front page.

Thanking you for past favors, I remain,

Most truy yours, LEO N. SANFORD.

As Brother Sanford suggests, the fact that Editor McLeod favors the clean front page idea and puts the idea into practice is highly appreciable, and the page is made up in a way that gives it an interesting appearance, too; but I believe by following out some such a scheme as that shown in the first page reproduction from the Hooker, Oklahoma, *Advance,* above would be found advisable. That the head to the left has an inverted pyramid of some six lines while that to the right has but two lines in it is hardly uniform or consistent. In all cases certain head styles should be chosen and adhered to throughout, at least in a single issue. Brother Sanford is a first class workman, as his ads in this publication prove. But unfortunately, I have either mislaid the specimens which he says he sends me, else he inadvertently failed to include them when this paper was mailed and therefore I am somewhat at a loss in offering due comment. It seems to me as I remember Mr. Sanford's work on the Williston *World,* it was somewhat superior to this in the *Sun,* but this condition could doubtlessly be readily explained. Still, I would not have it inferred that the ad work in this publication is not good. Contents, editorial work and impression of the *Sun* have all been well done—and I am wondering if this Geo. W. Wilson who is the *Sun's* publisher, is the same for whom I once set ads at Minot. Of course, it's none of my business, Brother Sanford, but I just want to say, by way of closing, that the letter head on which you have written me is a mighty neat piece of work.

* * *

VEBLEN, S. D., September 14, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending to you under separate cover a copy of the Veblen *Advance,* of which I am the editor and

owner. I have had the *Advance* two years, and want to send, for your personal inspection, also a copy of the paper issued just previous to my taking charge that you may see whether or not I have made any improvement and how great is that improvement. The *Advance* is printed on the old stand-by Washington hand press, but we always manage to get a good tone to the paper by taking a little care. Veblen is only a town with a population of 200 and in such a small place some would think it almost impossible to make a newspaper pay. All that need be said to verify this is that the first year I was here my cash receipts amounted to more than $2,000, and the second year increased to nearly $3,500. I was only nineteen years of age when I took charge of the *Advance* and had only had about nine months' experience in actual newspaper work, but I made that count, and by keeping "everlastingly at it" and taking advantage of criticisms in journals like the NATIONAL PRINTER-JOURNALIST, have been able to keep my head above water. Any suggestions you may offer will be most gratefully accepted. Thanking you in advance for inspecting the columns of the *Advance*, I am,

Yours very truly, HARRY E. POLK.

The *Advance* of today and the *Advance* of two years ago are as vastly different as day is different from night; and the *Advance* of today quite as far transcends the *Advance* of old as the brilliancy of the sun transcends that of the moon. Notwithstanding that this paper is impressed on a Washington hand press, the print is excellent, showing that Brother Polk speaks truly when he says that care is exercised in the pressing. The old *Advance* was a seven-column folio with ready-print interior, whereas, the present *Advance* is a five-column quarto on ready-prints. The latter is much handier in size, far more pleasing in appearance, and by far the best in mechanical makeup. The contents of the *Advance* up-to-date are creditable, there being a few headed articles, a department of local mention, several news-letters, and exchange selections. Generally the advertisement composition is quite neat, and the head styles are fairly uniform and proper. Regretably the front page contains displayed matter. While the liberal advertising support may partially excuse this blemish, it cannot wholly do so; for I have estimated that the matter could be so arranged as to give a clean front page and yet admit of a reasonable amount of reading matter on other pages. Try it, brother, and see how delightful a thing a clean front page is. The annual earnings of the *Advance* office, considering the population of Veblen, is surely no less remarkable than Brother Polk's almost unprecedented success as a newspaper-maker with such limited age and experience. He is following the proper course to reap the richest rewards, and this department will be flattered with his further favors.

* * *

MANDAN, N. D., September 6, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am mailing you two copies of the *News* and one of the *Independent*. Our present publication, as you will note, succeeds the old *Independent* combined with the *Democrat*. The *Democrat* had no plant, however, and the real combination was in fact only a matter of uniting circulations. What I wish to impress upon you is the fact that the same material continues to be used.

Our management of the local paper only covers over the period of time since March 1st and all along business is developing. A little later we hope to be able to execute that sort of printing that will at least satisfy ourselves. Through it all, however, we manage to get our share even at present in a field covered by four publications, and thus with a promise of additional equipment we are made to look at the situation optimistically.

Like your position with regard to Rex Lampman, whom I admired much in his uphill fight for principles at Neche, this State. My years compared with his being nearly equal (in our advantage, I think) was no doubt significant in our disposition of sympathy. His real ability is also a matter that will be made to be realized. This is our prophecy, at any rate.

The N. P.-J. is interesting to us. In fact, my ideas in many instances originate from conclusions wrought through the perusal of your writings therein.

Yours very truly, EVERETT J. CONRAD.

N. B.—The press work of the *News* is done on a Chicago Stop Cylinder—400 per hour. The color page of the April issue was done on a jobber.

In point of contents I doubt if there is another weekly paper in the whole state of North Dakota that excels this Mandan *News*, the upper portion of whose artistic two-color first page, alluded to in the foregoing letter, I am showing as exhibit 20. As will be noted, this was of the issue prior to Memorial Day, last spring, hence, the bi-color effect, which, in combination with the white stock, gave the three national hues—red, white and blue. It would be difficult to devise a more tasteful and truly artistic type page. The first pages of the regular editions, while lacking the colors, are no less artistic. There is always that high degree of dignity, regularity and cleanliness. As

THE MANDAN NEWS

Continuing The Independent and Mandan Democrat.

BEAT GLEN ULLIN

The Meaning of the Day.

THE STORY OF THE DAY

Memorial Day

WORKERS COMING

COURT IN SESSION

MEMORIAL DAY PROGRAM

Exhibit 20

to these double-deck heads, however, I should prefer the two-line pyramid immediately following the main scare-line, with the three-line pyramid below the second scare or key line, thus obviating the rather top-heavy effect. Above I mentioned the excellence of the contents of this sheet, but in those few random words I did not presume to do that peerless feature full justice. The contents are excellent. The news stories are well told, and well headed. The editorial work is first class, too. But the press work is rather inferior to the other high standards in this paper, due probably either to a worn dress or a worn press, or both. In the main, there is little wrong with the style of the advertisement composition; forsooth, there are instances of really creditable work, but frequently the antiquated faces render the aspect more or less displeasing. One especially charming fact noticeable in the *News* is the nice attention given to detail. Not one of the thousand little things about the makeup, etc., that mean so much to the experienced eye (and so little to the novice) have been permitted to go undone. With me this is always the test of a good workman—the mark of a good shop. Up to this point I have failed to say that the *News* is a six-column paper, all-home-print, and evidently varying in size from six to eight pages, according to run of matter. Withal, it is a very creditable newspaper, and I wish it luck.

The Elgin, Ill., *Courier*, building is being enlarged and remodeled so as to make a very commodious and up-to-date newspaper office.

An Advertisement that Brought Results

ONE $100 AD SOLD FORTY-FIVE HOUSES TO FORTY-FIVE DIFFERENT PERSONS. THE TOTAL SALES AGGREGATING $222,000.

On several occasions, during the past twelve or more years, we have called attention to the methods, accomplishments and successes of that model, home paper, the Brooklyn, N. Y., *Daily Eagle*. The *Eagle* furnishes a splendid example of that universality of service to a community by a newspaper, to which reference is made elsewhere in this issue. The *Eagle* covers its field and every interest therein. Let every newspaper do the same and there will be no longer any lack of circulation or of profitable advertising results.

The following from the advertising manager of the *Eagle* explains how profitably such a publication is able to secure results for its advertisers:

PUBLICATION OFFICE, THE BROOKLYN DAILY EAGLE.
BROOKLYN, NEW YORK, NOV. 15, 1909.

National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Illinois.

GENTLEMEN:—I enclose herewith an advertisement of the John R. Corbin Company that appeared in the *Eagle* on Sunday, November 7th, and also the story in connection with it that was in the *Eagle* on Saturday, November 13th. I also enclose clipping of the advertisement that appeared in our issue of Sunday, November 14th. Through the one advertisement that appeared in the Brooklyn *Eagle* only, on November 7th, the Corbin Company sold forty-five houses to forty-five different people—$222,000 worth of property. The advertisement cost them about one hundred dollars. This, to my mind, is one of the most wonderful expositions of the value of newspaper advertising that has occurred in recent years. Further confirmation of these statements may be had from the John R. Corbin Company direct.

Very truly yours, B. T. BUTTERWORTH,
Advertising Manager.

This success in newspaper advertising is so remarkable that we feel that our readers will be interested in reading the full details as to the same given in the Brooklyn *Eagle* as follows:

What will probably stand for a long while as a record in advertising results was achieved this week by the John R. Corbin Company. The single insertion of an advertisement costing less than $100 completely swamped the company with orders and an extensive advertising campaign that had been mapped out had to be abandoned because the firm contracted at once for all the work that it was possible to handle.

When the returns from this advertisement are closely analyzed the results are even more remarkable than is disclosed in the bare statement that the company found itself unable to accept further orders.

From an investment of less than $100 for the advertisement the Corbin Company received orders amounting to $222,750. These orders were confirmed and contracts signed with purchasers of Corbin houses within three days after the insertion of the advertisement in the *Eagle* last Sunday.

The advertisement in question, consisting of a quarter page announcement in the Sunday *Eagle* that the Corbin Company was prepared to build one of its regular type of $5,900 houses for $4,950, was published with a coupon attached which the applicant was called upon to fill out and return to the company. The *Eagle* was the only paper used for the advertisement that it was intended to follow up with similar announcement in other papers.

On Monday, however, when the replies to the advertisement were received at the offices of the company, together with personal applications from a large number of people who wished to embrace the firm's offer, it was hurriedly decided to cancel the advertisements which had been prepared for the other newspapers, as any further business would have been embarrassing to the company, to say the least.

In three days contracts for forty-five of the Corbin houses, upon terms announced in the advertisement, had been signed and still replies and personal applications from prospective purchasers of Corbin houses continued to be received.

The offer made through the advertisement was that to the first 100 persons whose applications were accepted the firm would build one of its houses, to be ready for occupancy next spring, upon the terms set forth. It was explained that the Corbin Company was desirous of having sufficient work ahead to keep its plant, the largest house building concern in the country, busy throughout the winter months and that the firm could readily afford the saving to purchasers of Corbin houses, which the offer involved, if this result was achieved.

While newspaper and magazine advertisers have frequently proclaimed the large results which have been obtained from certain advertisements, it is doubtful if there have ever been recorded results comparable to those which the advertisement of the Corbin Company in last Sunday's Eagle achieved. The Corbin Company regard it as the most remarkable tribute to the value of *Eagle* advertising that has thus far been made public.

"Such an unexampled response," said John R. Corbin, president of the Corbin firm, "to our offer shows that the public know a good thing when they see it, and realize that the good faith of the Corbin Company is pledged to carry out what it puts forward. We had no idea that there would be so many persons who would wish to avail themselves of the opportunity to secure a bargain home.

"It also shows how good a medium for reaching the right sort of public the *Eagle* affords. On Sunday we were busy from the middle of the day until after dark with those who wanted to purchase, and the mails have since been full of applications, so full that we have not yet had time to examine and tabulate many of the letters received. So we are forced to halt the campaign for publicity and wait until we are able to arrange for a new offer to the public."

The offers made in the advertisement were attractive and prices were given. There was a definite proposition. The trouble with much advertising is that it is "up in the air," lacks pointedness, tells nothing definitely; is not clear, informing or in the nature to awaken any definite interest or desire. Advertising must have the power of turning the interested attention of prospective purchasers to the thing advertised but no matter how good the announcement, the medium through which it is sent out must not only go to the people whom it is desired to reach but must command their attention, confidence and good will. In these essentials the Brooklyn *Eagle* stands pre-eminent. Its closeness to all the people of Brooklyn is equally remarkable with the universality and the thoroughness of its home news and other service.

Here and There

The Colfax, Iowa, *Tribune* has again changed hands, Mr. C. L. Smith, of Muscatine, has purchased the plant of W. R. Markley. The paper was founded by W. L. Hitchcock in 1893, since passing out of his hands six years later, it has been resold five times.

C. T. Willson, formerly a Chicago newspaper man of note, and later editor-in-chief of the Joliet, Ill., *Republican*, after a year's absence assumes his duties on that paper which he served well and faithfully for several years.

E. L. Howe, a veteran editor of Wisconsin and publisher of the Ripon *Press* and Rosendale *Journal*, died at his home at Ripon, Wis., recently. Mr. Howe was well known throughout the southern portion of the state. At different times he published the Fennimore *Times*, Cambridge *News*, Lancaster *Reporter*, Montford *Sentinel*, Wazeka Kickapo *Chief* and Fairweather *Register*, the last three of which he established.

It is stated that the efforts to settle the affairs of the Waukegan, Ill., *Evening News*, now in bankruptcy court, have failed owing to the two factions being too unfriendly and it looks as if the entire property would pass out of existence.

GIVES ENJOYMENT.

ELMORE, MINN., OCT. 30, 1909.

PRINTER-JOURNALIST:—I enclose $1.00 to apply on my subscription. I enjoy reading the JOURNALIST and congratulate you on getting out such an excellent magazine.

Truly Yours, W. A. BRUSS.

Members of British Institute of Journalists at St. Andrew's Church, Plymouth

BY ETHELBERT ALLEN, KANSAS CITY, MO.

THE 1909 Annual Conference of the British Institute of Journalists was held in the Council Chamber, Plymouth, England, Monday, Tuesday and Wednesday, 30th and 31st August, and 1st September.

In addition to the important meetings in connection with the conference, the following are worthy of note:

Reception in City Guild Hall to the members of the Institute by the Worshipful, the Mayor and Mayoress of Plymouth, Mr. and Mrs. A. Edmund Spender. Also the Conference Dinner held at Royal Hotel.

The group photograph of the delegates to the British Institute of Journalists, was taken September 1st, 1909, immediately following the adjournment of the morning session. The place selected being in front of St. Andrews church which occupies the site of the building where the pilgrim fathers held their prayer service immediately before sailing on the Mayflower. The single picture on the lower margin is that of Hon. Samuel S. Campion, J. P., of Northamton, England, President of the Association at such conference, and in the front row and reclining to the right, we recognize the picture of the Hon. Herbert Cornish, the Secretary. Near the center of the third row from the front, we see the likeness of the Hon. Henry W. Lawson, Editor, and now President of the Institute and proprietor of the London *Telegraph*, and immediately to his right is the Hon. Walter Williams of Columbia, Mo., and the Worshipful, the Mayor of Plymouth, Mr. A. Edmund Spender. On the extreme left of the picture occupying a chair is Mr. Wm. Hill of London, and standing just back of Mr. Hill is Mr. C. B. Hayes of London News Agency, Limited.

A. P. Steer, Photo., Plymouth, England. Institute of Journalists, Plymouth, England.

One of the principal features of the convention, was the presence of Walter Williams, Dean of the School of Journalism of the University of Missouri, U. S. A. The presentation of his important paper on College Journalism, Tuesday P. M., created great interest among all of the delegates in attendance, and the remainder of the afternoon session, and as well a part of the morning session following, was consumed in discussing Mr. Williams' paper. The reception accorded Mr. Williams on the following morning was most noticeable. A hearty applause and greeting marked his entrance into the Council of Deliberation. Unanimous thanks of approval by a rising vote was extended the Missourian for the great interest his presence and paper had awakened in the Congress.

On the evening of Wednesday, the 31st of August, the annual Conference Dinner was held in the spacious dining-hall of the Royal Hotel, and here again, Mr. Williams distinguished himself, and in a most eloquent manner presented to the great assemblage, the toast "The Mother of all Plymouths." Mr. Williams proved himself a credit to his state and country, and his address was received with the greatest of enthusiasm. The writer of this article had the pleasure of a conversation with Mr. Campion, the President, on the following morning at the Royal Hotel, and Mr. Campion stated that the coming of Mr. Williams with his splendid paper, and most able speech, had aroused great interest at the Institute; was highly appreciated and the benefits derived therefrom could not but prove long and lasting.

Plymouth was an ideal place for such an important Congress. For Plymouth's name is "writ large" on the history of England, whose early growth of supremacy on land and sea is beautifully interwoven alike with the history of "the mother Plymouth sitting by the sea." Perhaps next to the historical charm surrounding St. Andrews Church, is the Barbicon, the point from which old Plymouth radiated. Here can be seen the place from which the Mayflower sailed with its precious freight in 1620, and again near St. Andrews Church is St. Andrews Cross, and almost in the center of Guild Hall square on the site of the old churchyard which was the resting place for centuries of the forefathers of Plymouth; again on the south side of the square stands Guild Hall without a rival in stateliness in the south and west of England. It was built from public funds for the benefit and pleasure of the people. It has 14 large windows with stained glass, and each containing historical information in connection with the city.

[With Mr. Williams at the Institute at Plymouth were Ethelbert Allen, one of Kansas City's most distinguished citizens, and Campbell Wells, of Platte City, Missouri, for years chairman of the executive committee of the board of curators of the University of Missouri.—EDITOR.]

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, DECEMBER, 1909

Opportunity is the demand of this age and country and to point the way, and when occasion may require, to open up, to help in the building and to keep clear of obstructing monopoly or other selfish devices of greed or special privileges, free, high roads of opportunity for each and every one, are to be the highest services of the independent American press for the coming years.

* * *

When honored, recently in New York, by his brother publishers, upon retiring, after fifty years of a successful career in the calling which he had honored, as recorded elsewhere in this issue of the NATIONAL PRINTER-JOURNALIST, Mr. David Williams, of the *Iron Age,* expressed thankfulness, that it had fallen to his lot to enter life and business at the time of the beginning of the wonderful industrial accomplishments, the consummation of which he had been permitted to witness and in which he had taken part. To understand how great and numerous the substantial reasons for his thankfulness, every editor should read his eloquent words, and the just encomiums of his successors, in presenting to him a slight memento of the esteem in which he is held.

* * *

Mr. Williams won a fortune running into the millions in useful work for the patrons of his paper, not one dollar of which was ever tainted with dishonesty, greed or graft. The question of importance to all workers in the calling of editing and publishing is as to whether the possibilities today are as great as a half century ago. We believe that they are greater. Never have there been greater advances in all departments of newspaper making than during the past decade.

* * *

Great changes have been worked in the years just passed. Greater personal, professional, business and material equipments are required than ever before; higher, more direct and helpful work and results are demanded but the field is vastly enlarged for those who deal with men and their affairs; with social conditions, government, industrial pursuits and all other callings. There are new and greater difficulties to face, to meet and to overcome and more important victories to win.

* * *

Progress must now come through a more thorough understanding, a deeper and a more sympathetic knowledge and a more intelligent and systematic application of that knowledge—through the making the most of all natural resources and their conservation, and the conservation of men as well, and the wise, harmonious direction of all their powers and the fortifying, safeguarding and upbuilding of their work and lives with a view to individual and common good. Man is rapidly subduing all nature, the land, the water, the air, the mechanical forces, the elements of heat and electricity as well as the mysteries of mind and soul, and making them to do him service, where, in the past, the muscles of the body and the sweat of the brow were the main reliance for accomplishment. To direct, carefully, safely and successfully, the forces now brought into service, a knowledge of all the laws of the material world, of mind and heart, of the natural, governmental, social, mental and moral sciences, must in a great measure, be understood. All human knowledge must be specialized in order to subserve and direct the forces now necessary to command, and to restore, resources that have been wasted through ignorance, profligacy or recklessness.

* * *

When men lived in a measure isolated, or in scattered communities, they were independent of or little affected by the condition of their distant neighbors. Today, when the homes of the people touch one the other, conditions are entirely different. When the foot or bridle path would answer every purpose, questions of street or road construction and improvements were unknown, but when population increased and existence depended on the transportation of the products of the fields and of the shops and factories, improved highways became not only a necessity but among the very greatest promoters and conservators of the wealth of the people. The more dense the population the more interdependent are men and the more are they at the mercy of their neighbors, and the more are they affected and influenced by the conditions of all others. Contagions may not spread at all in the country where homes are isolated, but in a city the greatest precau-

tions must be taken and strictest rules and laws against the spread of diseases must be enforced. Crimes, all kinds of wrong and injustices, as well as poverty, are incident to great populations and seem in a measure to have become contagious.

They attract less attention and arouse less indignation. Individuals are lost in the great mass of humanity. A striking illustration is the growth of what has come to be known as "white slavery." It is authoritatively stated that two hundred thousand women in this country are, today, living in the most loathsome slavery. Many have been lured into their slavery through promises of honorable employment, others through promise of marriage and seduction—by the taking advantage of the noblest sentiment and instincts of love and motherhood,—others by actual violence. The average lives of these slaves, during which they endure degradation, shame, beatings and sufferings unknown to the most degraded African slavery, is said to be five years. In order to meet the demand, forty thousand free white girls are enslaved every year, and vile men, their masters, live off their unholy earnings. Yet this traffic is carried on with the connivance and knowledge of public officers, elected by the people to guard their rights. These are the daughters and sisters of free men. Their enslavers go unmolested, live in luxury and dissipation, or, if caught, at the very worst go free on the payment of a small fine—one-tenth as much as the price of a negro in slavery days—or after being kept in jail six or twelve months. There is no sane, right-minded man but that deems such a a crime should be punished with death, yet there is no outcry, no general uprising, demanding the release of the enslaved, suffering a slavery worse than death, and the prompt execution of their enslavers and murderers, though any man's wife, daughter or sister is liable to be the next victim of these fiends in human shape.

* * *

In the early days, when every man, past middle life, owned his own shop or his own farm or his own store, and his employes became members of his own family, or at the remotest, were the children of his neighbors, there were no labor questions to settle. Wages were low, but so was also the cost of living and every apprentice was taught directly by his employer and every journeyman was looking forward either to the becoming a partner in the business or to owning a business of his own. Employer and employes were like members of one family, were friends, and comrades. The increase in population, production, and demand has changed all this and the interest of employers in their employes is a thing of the past in nearly all large establishments. The feeling of the head of establishments for the wellbeing, morals and good behavior of those to whom he pays wages, is a thing, too, generally unknown. Everything is too much on the basis of get all you can for as little as you can and leave the results to the devil. So much has this come to be true in large cities, especially in the employment of girls, that wages are placed so low that, it is stated, that in many department stores and some factories, girls are driven into "white slavery" in order to piece out a living, and employers, though getting services for less than they are worth, are swelling their profits and hoarding up wealth off of the immoral wages of these white slaves—unwarned by the press, the people give them their custom and share in their blood money.

Transportation and many other problems, besides monopolistic organizations and methods in restraint of trade and to crush out individual effort or success, have developed out of the great extent of manufacturing and commerce, so that the subduing of the forces of nature and bringing them to do men's services, redound largely only the enrichment of the few to the impoverishment, degradation and damnation of the many.

* * *

In view of all this and of the fact that, with a square and equal chance, never were the opportunities for the benefiting and upbuilding of all, who can estimate the field open to a fearless, independent, ably, conscientiously conducted press? The members of the newspaper calling have the means under their control for the broadest enlightenment of the people as to their rights, and the enforcement of justice and righteousness, and to win, in the end, a success that will be honorable and adequate. In this month, in which we commemorate the birth of the Savior of man, who lived, taught, suffered and died for men, it is well to get new inspiration and to take lessons as to duties and opportunities for service.

* * *

The conditions are right and ripe; a glory and a progress can be attained beyond the noblest dreams, but the press and the people need men, great-minded, brave, noble-hearted men, such men at the head of every newspaper, as was Richard Watson Gilder of the *Century Magazine*, who so recently passed away, with hearts of fearless heroes, and the loving sympathy of good angels; with a courage that never quails before the doers or champions of wrong or shame, no matter how lofty in position or how strong in power, or organized pelf. These must work inside and outside their publications, and when their work is nobly done, we may all rightly be joyous in the glories of a glad, pure and holy Christmas time, but until then we should work and hope and pray or else slink into darkness and hide our faces in very shame, for no other age has been blessed with such advantages, and possibilities of making this earth a very Heaven of enlightenment ,of freedom from all care, want, injustice and wrong, with every dweller in the land surrounded by abundance, comfort, security and happiness.

On November 10th, 1831, was issued the first number of the Illinois *State Journal,* in weekly form, and later became a semi-weekly and from that evolved into the daily and semi-weekly, published by the Journal Company today. On November 10th, 1909, just seventy-eight years to a day from the first issue, it moved into new editorial quarters. The increase of the staff and the growing needs of the paper necessitated the providing of larger apartments. There are not only larger, more modern and attractive news rooms, but the bindery, connected with the publication which is also making strides in growth, has been enlarged by a suitable addition.

The *State Journal* is an excellent morning daily of metropolitan proportions, ably edited and conducted.

* * *

In his writeup of the editorial trip through the Northwest and Alaska, with the National Editorial Association, Editor Adolph Candrian of La Crosse, Wis., not only spoke highly of Alaska but expressed a decided preference for a vigorous climate, with perceptable changes of season, for health and the development of strong, hardy, fully developed men, over a monotonous climate like Southern California. Mr. Candrian said among other things, first quoting the words of another writer as to nature's method of highest creation:

"'Through the sudden changes of weal and woe, heat and cold, nature produces its most magnificent creatures.'

"But it does not and cannot do it in California! Sad commentaries of its 'heavenly' climate are daily to be seen right in the railroad depots of Los Angeles, where whole stacks of coffins are piled up, of health seekers on their last return voyage home!

"Regarding California's means of subsistence, notably in Los Angeles, it cannot be denied that the tourist crop consitutes its main revenue. So long as the wealthy people from the east, and south and west pour their millions into California and choose to make it their sport and playground, it can surround and sun itself in luxury and splendor, but not otherwise!

"Far be it from me to decry or to 'knock' California, and in my subsequent sketches I will, in detail and without a particle of prejudice, describe its real possibilities and advantages, as I see them.

"At Santa Catalina island, one of Los Angeles' cleverest attractions, I had the pleasure to meet Mr. Harry Brook, editor of the 'Care of the Body' department of the Los Angeles *Times* and a writer of national renown, and I spent some time in his genial company. Mr. Brook and the *Times* are doing pioneer work of incalculable value for the cause of rational health culture and drugless and knifeless methods of cure."

Mr. Brooks answered the criticisms of California climate and the answer was published in the La Crosse *Chronicle,* in which paper Mr. Candrian replied at length, repeating his former criticisms and giving his reasons, with a further statement of conditions that impressed him unfavorably. He makes it strongly evident that he considers La Crosse, much more desirable as a dwelling place, which is his right. Editor Candrian, however, is the wrong man to attack when it comes to discussing matters of health or of physical wellbeing or development, for these are his specialties and he is always fortified by an array of reasons and facts.

* * *

The Suffolk *Weekly Times,* of Greenport, New York, John L. Kahler, Jr., editor and proprietor, rejoices in a new home, 25x88 feet in size, two stories in height, with an eight-foot basement. An illustration of the building shows delightful surroundings and "a corner of the office," a pleasant interior. The paper is in its fifty-sixth year but the record shows most satisfactory progress in the past four years under the control of its present proprietor's vigorous, progressive management and methods, though for many years the paper had been classed as one of the best weeklies of its section. As recorded and shown by this issue of October 23rd:

"The past four years have been very busy ones. But the time has been well spent. In some sections the subscription list has been doubled. The single copy sales at the news stands have increased more than 85 per cent.

"The advertising has kept pace with the growing subscription list until the office has had more advertising business than it could handle with justice to its readers. It has therefore decided to enlarge the size of the paper to seven columns to the page, instead of six, giving 160 more inches of reading matter. Its style and general form have also been changed to conform with more modern ideas of newspaperdom.

"The new building has been completed and occupied, new machinery has been installed and the equipment is complete and modern. The boiler, engine, shafting and all unsightly machinery are in the basement. On the next floor are the three big job presses, the newspaper press, the folding machine, type-setter, paper-cutter, proof presses, make-up and composing room."

The point is that, with the right kind of intelligent enterprise, energy and push, there need be no time in the life of a paper, no matter how old, when advancement and growth, increase of influence, goodwill and power, are impossible. The rightly conducted newspaper has a new birth with every issue. This world is old but ever new to those who truly live, hope, strive and achieve.

* * *

Frankfort, Kentucky's capital, is not a large, but it is a most beautiful, historic and interesting, residential city, now rapidly becoming progressive, as is fully proven by the copy of the first anniversary number of the Frankfort *News* that has reached our desk, and from the fact that in a city with a population, at the last census, of less than ten thousand and a county of twenty thousand people, this paper has reached a daily circulation of three thousand copies, equal to one paper for each three inhabitants of the city, including "the fellow citizens of Africa decent" who are not generally counted as great newspaper readers. The paper is to have a magnificent new five-story building next year,

of which an excellent illustration is given from the architect's design. This anniversary number is splendidly illustrated throughout with views of residences, business houses, and public buildings, including Kentucky's new capitol, which is worthy the Blue Grass State and was built "free from the slightest taint of graft" in any form. The portraits show the faces of strong, manly men. This paper has grown through faith in the city and a loyalty to its people and all its interests. This anniversary number contained thirty-six pages in five sections. How the paper has grown is well and instructively told as follows:

Every member of the *News* staff had done everything on the metropolitan newspapers from police court to the most important political and general assignment work. They knew that the people will have the news of the day and that they are no respecters of persons when it comes to seeking a medium. They knew that the medium that ultimately wins favor with the public is the one that publishes the truth regardless of the consequences and that gives the news when it is fresh. The paper that gives "today's news today and a square deal for everybody." The paper that gives its news clearly, succinctly and in a manner to attract the eye and hold the attention of the reader until the story is told.

Then they knew that, having won the public confidence and a general patronage, the merchant with something to sell would learn to seek its columns, for in no other way can he reach the prospective buyer so effectually, so cheaply or so quickly.

The management believed that the time was opportune for the launching of a metropolitan paper in Frankfort. And how well its opinion was borne out is attested by the fact that before the two big Miehle presses had turned a wheel seventeen hundred bona fide subscribers had been put on the company's book. And the *News* claims the state's championship on its initial performance. This circulation has been almost doubled in one year.

At first the advertisers were slow to take hold although the first edition of thirty-two pages was filled with advertising. The merchants responded generously but they had been used to advertising as a compliment to the publisher—they had never been brought to the sticking point nor had the secret of profitable advertising been revealed to them. Most of the advertising matter read in this interesting fashion: "John Smith, the butcher. He sells meat." But John Smith expected no return when he made that solemn avowal—and he got no more than he expected he would get. But the *News* put men into the field who were capable of suggesting advertisements such as bring results. And the results followed, for the advertisements were read and the wide circulation of the paper came to be a matter of history with the Frankfort merchants.

In all matters pertaining to the betterment and advancement of Frankfort and Franklin county the *News* has been the first to speak. At times it has been necessary to handle certain evils without gloves but the results of its efforts are manifest.

So the *News* waxed strong in the public favor until, at its first birthday celebration, it stands as the recognized leader at the state capital.

A few months will witness the erection of the handsomest newspaper building in the entire state. It will be the home of the Frankfort *News* and the Frankfort Printing Company. It will be known as "The Frankfort News Building," and the equipment will be the latest and the best. The structure will be at least five stories in height with a modern basement which will be used as the press room. A handsomely-designed roof garden will add to the popularity of the building.

The paper promises to do bigger things in the future, to be first in all that is essential to its constituency, "to be a leader, never a trailer."

Herein are the leading essentials to the success of every newspaper: First, a well trained, experienced force, who know; second, the news and all the news without respect to persons; third, give the truth without fear as to consequences; fourth, "today's news today with a square deal"; fifth, the news given clearly, succinctly, attractively and in a way to command and hold attention and interest; sixth, as large a circulation among interested, well-served and loyal subscribers and readers as the field can supply as the first means to liberal advertising patronage; seventh, advertising so written, edited and displayed as to give interesting information, be pleasing and entertaining and to be attractive and satisfying; eighth, to be first and ever usefully effective in service to all interests of the city and county covered by the paper; ninth, to have, as soon as possible, the best and most central, most attractive and convenient building obtainable; tenth, to have the most complete, up-to-date equipment; eleventh, to be a leader and ever proposing, undertaking and carrying forward better things and broader accomplishments.

Here is the newspaper decalogue, with an eleventh commandment added to cover the future activities, all set forth in this first anniversary issue of this paper that has succeeded.

A Magnificent Showing

THE AUGUSTA (GA.) CHRONICLE BREAKS ALL RECORDS.

"The South's Oldest Newspaper," the Augusta, Ga., *Chronicle* is doing big things in the way of increases and breaking advertising records.

On November 7th, 1909, the *Chronicle* printed its fourth Fair Edition. It was a 100-page paper—one of the largest papers ever printed in the South, and carried 7,896 inches of paid advertising, which is the largest volume ever carried by a newspaper in the *Chronicle's* territory. No other newspaper printed in Augusta has ever carried half this amount of advertising.

Considering the fact that Augusta is only a city of 55,000 tells a comprehensive story of the conditions prevailing in "The rich Savannah River Valley" and of the regard in which the *Chronicle* is held by the merchants and manufacturers of Augusta.

This edition of 110,544 lines breaks the *Chronicle's* own record which was 79,800 lines.

One advertising man handled and secured this stupendous volume of advertising, as well as handling the entire foreign and local advertising for the daily, Sunday and semi-weekly editions.

There is prosperity in Augusta and the *Chronicle's* Fair Edition plainly tells how very good it is.

Mr. C. B. Hanson, advertising manager of the *Chronicle* is to be congratulated on this remarkable showing.

Long may the *Chronicle* live and prosper.

"Boosting" and Duty

"SUPPORTED BY THE PEOPLE, THE NEWSPAPER MUST SUPPORT THE PEOPLE."

"PROGRESS" is a good motto and certainly not an inappropriate name for a newspaper of the right, helpful, upbuilding kind. The Macdowell, N. C. *Democrat*, S. C. Little, editor, and S. E. Whitten, manager, after fourteen years, has changed its name to the Marion *Progress* and on November 11th, issued a "booster" number, in which a boost was given to Marion's present and prospective industries, and to the business men and all worthy institutions. Halftone illustrations and portraits were used and the needs, possibilities and the resources of its region were set forth, and the proper use and development of the same were urged. The paper not only gave a good example of boosting but preached the new gospel of go-ahead, very effectively. In a well-written editorial about the paper, for the special interest of which credit is duly given to "the enterprising firms and business men who have made it possible by liberal advertising," the editor enunciated some excellent newspaper principles that are applicable to all newspapers, big or little, metropolitan or rural, as follows:

"The publishers of this paper feel that they have fulfilled, up to the present, every promise made to the public and the future of this paper is now in the hands of the people. A newspaper is a public institution maintained by the people and for the people. Without the support of the people no newspaper can exist, unless it is owned by great corporative interests.

"A newspaper's duty is to protect the interests of the people, rich and poor alike, without fear and without favor and without thought of personal aggrandizment. Horace Greely called a newspaper, "the watch dog of the people's interests." Being supported by the people a newspaper must support the people.

"No plans that we might make for the future can be carried out without the support of the public. Of that support we feel sure.

"This county and section asks for a paper worthy of its past, prophetic of its future, asks for a paper which places the prosperity, enlightenment and betterment of its people above mere partisan politics. That paper we hope shall be the Marion *Progress*."

In the carrying out of these ideals this paper of progress declares the following as its platform and it will be found entirely adaptable to any and every newspaper in the United States:

"Good roads, better schools, a full understanding of the opportunities offered in our community, equal taxation for poor and rich alike, a higher plane of Christian citizenship, enforcement of the laws and the upbuilding of our section, is the platform upon which the Marion *Progress* asks for your support."

This issue is claimed to be the largest single edition ever attempted by a weekly paper in North Carolina Many prominent people were interested and contributed valuable articles.

The name of the newspaper edited and published by Secretary R. H. Walker, of the National Editorial Association, at Athens, Alabama, is the *Lime Stone* Democrat. A paper so named ought to withstand wind, flood and fire. However, Mr. Walker's office was in the line of the twisting cyclone that passed over his section of the State on the night of October 14th, and was wrecked. The paper fell not, for its cognomen was founded on a rock. An issue was not even missed, though the enterprising editor and publisher was compelled to accept the willing aid of the good newspaper folks of Birmingham, a hundred miles away. New type, machinery and material were ordered at once, the work of reconstruction was begun and, on November 16th, Mr. Walker moved in, with everything as substantial as the name of his paper indicates.

With the wisdom of the Athenians, he carried a cyclone insurance, so that ready cash was on hand with which to pay for the replenishment.

The lesson, to newspaper makers, is to be always fortified and prepared to meet adverse winds, storms and adversities.

* * *

The December issue of the NATIONAL PRINTER-JOURNALIST goes to press too early to give any account of the meeting of the Executive Committee of the National Editorial Association in Chicago, December 7th. The members are to meet and be entertained at the new building of the Press Club of Chicago and can be relied upon to prepare an attractive program for the Twenty-fifth, or Silver Anniversary, Convention of the National Editorial Association, which was organized in New Orleans, La., February 19th and 20th, 1885.

VERSATILITY OF THE JUNIOR LINOTYPE

The Mergenthaler Linotype Company up to the present time, has completed twelve different fonts for their two-letter Junior, ranging in size from 6-point to 10-point. This gives the machine a greater varsatility and widens its scope, so that a large proportion of ad, job, and miscellaneous composition can be produced, as well as straight matter for the paper.

The large assortment of plain and fancy rules and borders, (more than 300), which can be made on the machine, adds greatly to its value as a job office accessory. These can be cast up in quantities automatically, at any time when the machine happens to have an idle hour or two, and can be kept on hand in plentiful supply. They can be used lavishly, as there is no waste entailed, since they are all returned to the crucible after being used, to be recast into bright, new material again.

This is only one of the many great advantages to be derived from the use of a strictly one-man machine, which is absolutely automatic in all its operations, except the manipulating of the keyboard. Its price ($1,500), is so low, and the terms on which it is sold are so liberal, that not even the smallest office need be deterred from installing one, as it will more than pay for itself in actual profits and economies effected by its use.

Christmas Not Xmas

A BRIGHT, suburban paper has reached our desk, bearing the name, Rainier Valley *Record*. It is neatly gotten up and began its fifth volume on Nov. 18th. This is not old, but it is a pretty good age for a paper that serves a suburb of the new city of Seattle which has not had outlying communities for very long, sufficiently populous to support a local press. The *Record* has shown very satisfactory growth under its present editor and manager, Edwin S. Gill, who, in the nineteen months, has increased the circulation four fold as shown by the receipts for postage paid at the local postoffice. The size of the paper has been nearly doubled during that time, its general news service has been increased and everything possible has been done to give its people "the best paper." As the secret of success and as a claim for recognition and business, the paper gives the following, that will be appreciated by all successful newspaper makers and should be heeded by all others, as to services for their constituent communities, if liberal support is expected:

"Throughout its career the *Record* has stood unflinchingly for the advancement and upbuilding of the Rainier Valley, advocating all that was best and opposing that which it felt was not for the best interests of the people as a whole."

But what first attracted our attention in this paper, was the following editorial, surrounded by a border of stars, rightly criticising the irreverent abbreviation of the name of what has become, everywhere in this land, the dearest, sweetest and most sacred of all holidays, Christmas:

Again as the holidays approach does the fool appear who seems to think it smart to write Christmas, "Xmas." The *Record* desires to give notice now to all its readers and advertisers that the term "Xmas" will not be permitted in its columns. The Savior of mankind was not known as Jesus X, nor is he so known now. "X" is the symbol for the unknown quantity in mathematics, but it is not the symbol for the Son of Man.

No one would think of writing "Xians" for Christians, yet it would be no more foolish or reprehensible than is the custom of writing "Xmas" for Christmas. The editor of this paper does not lay claim to any superior goodness, but there are some things he cannot stand for and the sacrilege of writing Christmas, "Xmas," is one of them. So please remember that "Xmas" has no place in the vocabulary of the *Record* and will not under any circumstances be permitted in its columns, either in a news way or in advertising.

A newspaper should always show reverence and regard for the highest and holiest sentiments of its read ers, whatever may or may not be the private belief of its editor. It matters not what may have been the origin of the earliest Yuletide festivities among our remote ancestors, it is the name and life of Christ, the story of His gift to man, His life of service and sacrifice, His teachings of the brotherhood of men and the Fatherhood of God, of the preciousness of little children and His love for them and regard for their innocence and purity "for of such is the kingdom of Heaven," that gives the deep meaning to Christmas.

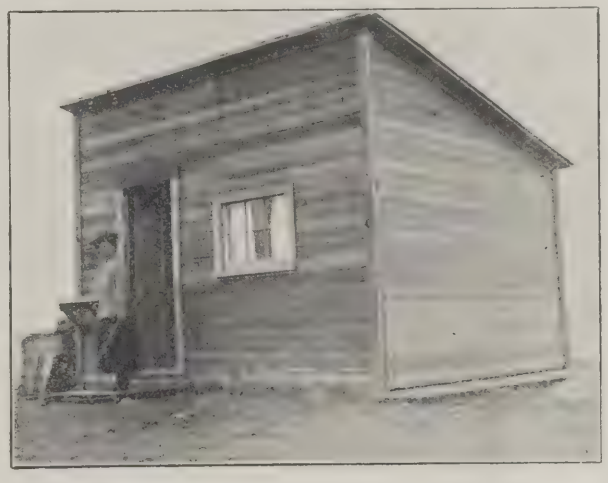
Pioneering

AN EDITOR'S DAUGHTER SECURES A GOVERNMENT CLAIM IN MONTANA AND IS OPENING UP A HOME.

In giving an account of the editorial trip through Montana, we mentioned the pleasant incident of a visit to the party at Billings, of Miss Todd, daughter of Editor Irving Todd, of the *Gazette*, Hastings, Minn. She is a newspaper woman by inheritance and practice and a printer as well and has worked in both departments. She has been a frequent attendant at the National Editorial Association and was welcomed, at the train for Seattle, by many old friends, who were a little surprised to learn of her venturing into the wilds of the frontier to open up a new home for herself but it was recognized that in this she exhibited the true newspaper spirit. She went in search of health as well as of land and found both. We asked her to send a picture showing how a lone printer-girl looked in a claim cabin. She has complied and her friends will be pleased with the accompanying letter and illustration:

DEWDROP INN, MOUNTAIN VIEW RANCH,
LAUREL, MONT., NOV. 9, 1909.

DEAR MR. HERBERT:—I feel very much flattered at your request for a picture of self and cabin, taken on my ranch in the wilds of Montana, to be published in the NATINAL PRINTER-JOURNALIST, so have enclosed one. Knowing the wide circulation of the JOURNALIST among my friends of the National Editorial Association it will give them an opportunity to see how one of their members has been living the past year. Even though I have been corralled, lassoed and branded into the cowboy girl association of Montana, I shall always claim a membership with the pen pushers of the N. E. A. and trust I may be so situated as to join in their next trip.



An Editor's Daughter, Pioneering in Montana

You asked for a little writeup on ranch life, but as my experiences have been so numerous and my life so varied I fear it would be hardly possible to keep within reasonable bounds of space, so will not attempt anything of the kind, only to say I am enjoying the new life immensely, yet would not advise anyone to do likewise unless they have the makeup of true sports, willing to endure a few hardships, and equal to anything from riding a bucking broncho to milking a cow.

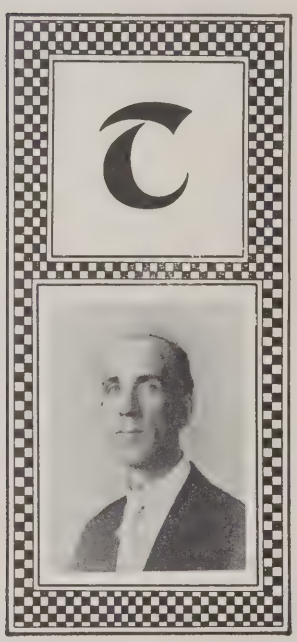
Thanking you for the notice in the JOURNALIST of September and with kind regards, I am,

Yours sincerely, LOUISE TODD.

L. I. Holliday, who has been publishing the *Bulletin* at Kent, Iowa, has discontinued the newspaper, giving as his reason that the town was too small for its support. He goes to Gunnison, Col.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 925 Linden Ave., Wilmette, Ill.



THAT competition which was spoken of a couple of months ago has caused some inquiry and comment among the friends of this department, and I am now ready to announce the details of it so that those who desire to compete can get busy and prepare their specimens for entry. As announced previously, the contest will take the form of the designing of department heads for this paper. Although there are several departments in the Journalist, only one head need be submitted, however; and in order to make them uniform we will ask you to submit a heading for this particular department. The copy will be the same as to be found at the head of this department as it now runs, with the exception, of course, of the monogram. The contestant need not confine himself, however, to the matter found there unless he so desires. That is, he may use his own discretion in adding other matter if he feels that it would be to the advantage of the department to do so. For instance, someone may think of a catchy phrase which will accurately describe the work which this department is attempting to do. If so, he is at liberty to include it in any manner which he sees fit. Thus it will be seen that the contestant is allowed extreme latitude in designing a head.

Practically the only restriction that we care to place on him is that he must use such type, rule and ornaments as are the ordinary product of the type foundries, not using any specially engraved designs. Under the circumstances it is not necessary to state that the specimen must be submitted in black and white only. The contestant need not limit himself to the exact depth of heading now used, but it is not our purpose to get into headings which take up too much space.

All specimens on this contest must be in by February first and announcement of awards will be made in the March issue.

The principal consideration which will be given for the successful specimen is that it will be used for several months at least as the heading of this department, and possibly the successful contestant may be asked to modify it for use at the head of other departments in this publication. In connection with the heading the typographer will be allowed to use his own imprint, which must be a personal imprint of the one who sets up the head, and not the imprint of the firm with which he is connected. The compositor should set up this imprint with his specimen, sending one proof containing the imprint for identification and one proof without the imprint for submission to the judges. The proof containing the imprint can be enclosed in a sealed envelope and sent with the plain proof. The imprint should preferably give merely the name and address of the compositor followed by the word "typographer."

In addition to this recognition of ability which this imprint will give to the successful contestant, he will also be given as a premium a 24-inch Lincoln type measure. This is an extremely handy article for any printer, being in the form of a steel tape which rolls up in a small German silver case, the same as an ordinary pocket tape measure. It not only has an inch scale, but is graduated for all sizes of type from agate to pica.

While of course only one heading can be used, at least for the present, the contestant whose work is ranked second will receive a prize of a 10-inch Rouse job stick. This is a nickel-plated stick, 2¼ inches deep, and just the kind of a tool that every printer is anxious to possess for himself. Its instantaneous and accurate adjustment to picas and nonpareils makes it a valuable addition to any man's equipment.

I believe that this contest will develop some latent possibilities among the readers of these pages and that the result will be a heading better than we have ever had. I am anxious to have this such a perfect piece of workmanship that it will remain at the head of this department for a number of months as an example of what such a piece of work should be. I want it especially to show the possibilities of type composition for such a purpose as this, and I want it to prove conclusively that it is not necessary to call in the services of an engraver whenever a piece of work of more than ordinary importance is to be executed.

I have now put the matter squarely up to the fellows who are following this department from month to month, and from now on the success of this contest depends largely upon them. I do not have any fear but that there will be a sufficient number of creditable entries from which to select a suitable heading for our use; though if there should not be I presume the publishers of the National Printer-Journalist would not hesitate to turn down all the entries and either get up a heading of their own or resort to the engraver, as they have done at a number of other times. My hope is that we may produce a heading which will make such a favorable impression that this method of securing them may be kept up indefinitely. Who will be the first to send in a specimen?

I am trying to reproduce from a half-tone print a group of printed booklets done by the Bartlett-Orr Press, of New York, and sent out by C. B. Cottrell & Sons Company to show the work done on this company's new series high-speed two-revolution press. It is an array of handsome printing which ought to be an inspiration to any printer.

Covers from Bartlett-Orr Press, New York

* * *

A recent copy of the *Iron Port,* published at Escanaba, Michigan, contains the announcement that our old friend, Chas. C. Metcalf, has been elected secretary and treasurer of the company which publishes that paper and will fill the positions of manager and editor. Personally we wish to congratulate him on these evidences of prosperity, though it will probably mean that we shall see and hear little of him in this department from this time on. While Mr. Metcalf leaves the post of foreman he will see to it, I feel satisfied, that the work of the mechanical department is kept up to its customary high standard.

* * *

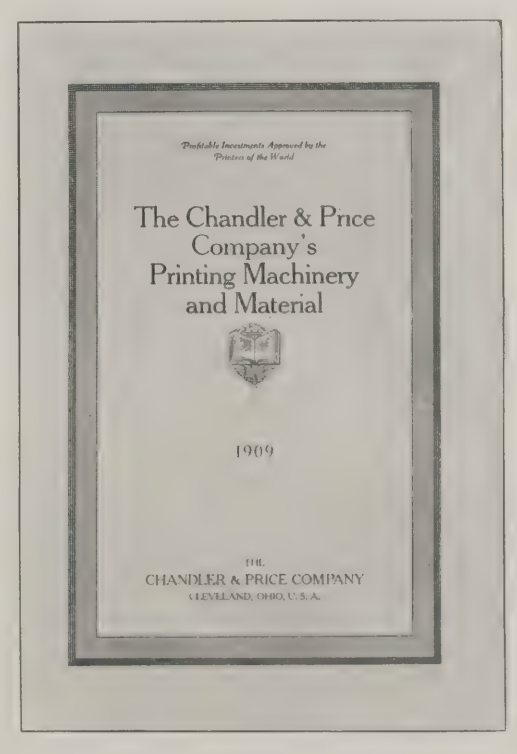
One of our readers takes occasion to write me an explanation of the why and wherefore of some work which I quite severely criticised in the November number. The letter is so personal that it would be entirely out of place to reproduce it or even give any clue to its origin. The writer says, however, that the work was not due to any lack of knowledge or artistic sense on the part of the compositor but to the insistence of men who knew something about typographic styles a quarter of a century ago. The customer insisted on having "something different," and he certainly got it, in spite of the protest of the compositor, whose artistic sense was sorely outraged. I am very glad to get this explanation, though the facts are about as I had suspected all along.

* * *

Howard C. Hull, who is now manager of Hull's Art Printery, Ashville, N. C., appears to be very busy for he has time to write only a couple of lines with his last bunch of specimens, just to let us know that he is still printing. He very thoughtfully sends a black-and-white proof of his letter head, which I wish more of our contributors would do on their color work. This head is on green stock and printed in a very satisfactory combination of green and red.

* * *

One of the most attractive catalogues which it has been my pleasure to see for several months is one which recently reached me from the Chandler & Price Company, of Cleveland, Ohio. I shall try to reproduce one or two pages, though no reproduction can show the beauty of the engraving, the perfection of the press work, the exquisite delicacy of the color combinations or the stippled effect of the stock. I am not authorized to say so by the company, but I imagine they would be glad to send a copy of this catalogue to any printer, and it would certainly repay a careful study from a typographic standpoint.


Profitable Investments Approved by the Printers of the World
The Chandler & Price Company's Printing Machinery and Material
1909
THE CHANDLER & PRICE COMPANY
CLEVELAND, OHIO, U. S. A.

Attractive Catalogue Title Page

The type founders never forget the coming of Christmas and are usually prepared with a suitable selection of borders and ornaments. I consider it quite a piece of good fortune to have received a specimen book from Barnhart Brothers & Spindler showing their selections for the Yule-tide. It contains some borders and ornaments which depart, to a considerable extent, from the conventional Christmas decorations and are remarkably well executed. They are combined in a number of attractive designs with the Barnharts' Engravers Old Black text, which makes a remarkably attractive combination appropriate for Christmas printing.

* * *

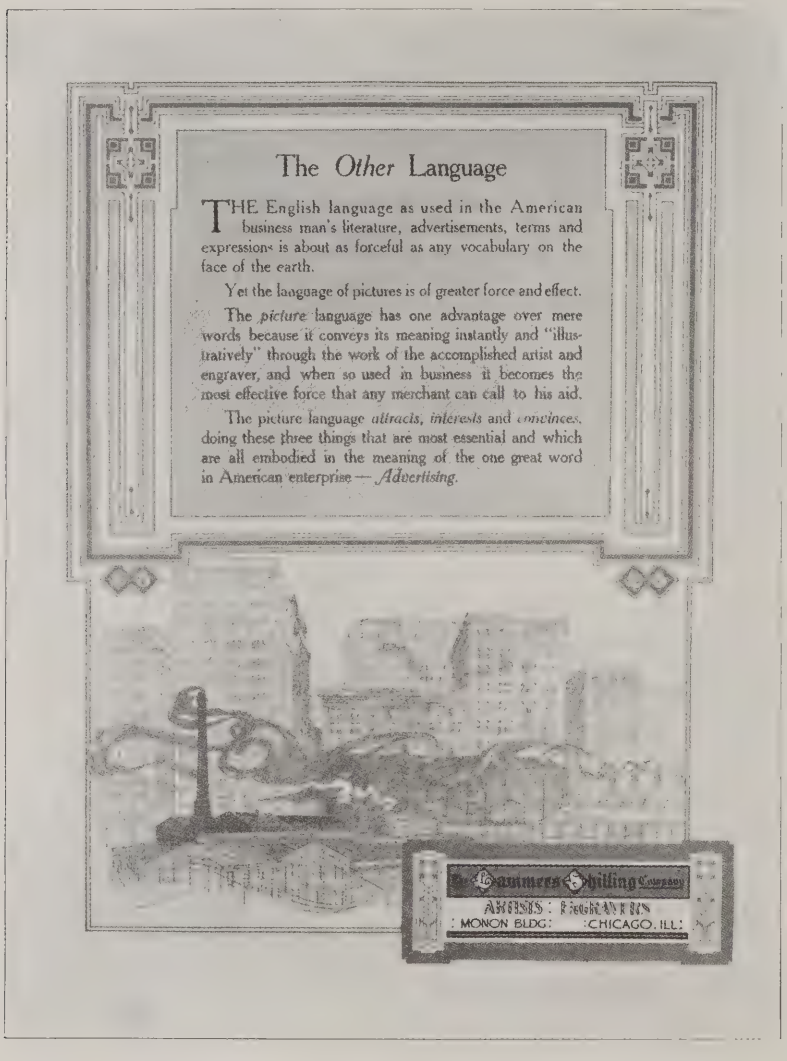
Leo N. Sanford, of Stanley, North Dakota, sends in a number of specimens to supplement those which he sent last month. About the only criticism I can offer is the use of the heavy black rules on two or three of the jobs. When rules as heavy as these are resorted to they should be run in a very light color in order to soften them down so that they will not attract all the attention from the matter which they are supposed to ornament. Several of your jobs, however, show unusual excellence.

* * *

Harvey H. Sherer, Waterville, Ohio, in sending his subscription for the National Printer-Journalist, says that he should like to have criticism on his letter head. The head is of rather a peculiar makeup, due to the fact, I take it, that Mr. Sherer has had but brief experience in the mechanical end of a print shop. The most serious fault, however, is an alarmingly apparent error in spelling, which I can account for only on the theory that Mr. Sherer is of foreign birth and has not yet mastered the English language. My suggestion to him would be to use these heads for scratch pads and print a new lot, making sure to spell the word "artistic" as it is found in the dictionary. I wish that I might get a glimpse of the type faces in your plant so that I could suggest a better line for you to use in your heading; but I do not know what your equipment is and possibly this is the best one you have. I should suggest also that your own name be set in a line of caps in an extended letter, of a somewhat smaller body than the line you have used.

* * *

I want to beg the pardon of Warren S. Dressler, of Camden, N. J., for making two or three errors in his address in our last issue. He has become such an old friend to us of this department that we all of us know where to locate him, but from what he writes me I judge the error has caused him considerable personal annoyance, a number of his friends evidently taking the opportunity to poke a lot of good-natured fun at him. At the same time Mr. Dressler sends a number of other specimens which I have looked over with considerable interest. He asks especially for my opinion on the stationery of Gluck Brothers. From the standpoint of composition it could scarcely be improved upon. I do not like such a decided color; but


The Other Language
THE English language as used in the American business man's literature, advertisements, terms and expressions is about as forceful as any vocabulary on the face of the earth.
Yet the language of pictures is of greater force and effect.
The picture language has one advantage over mere words because it conveys its meaning instantly and "illustratively" through the work of the accomplished artist and engraver, and when so used in business it becomes the most effective force that any merchant can call to his aid.
The picture language attracts, interests and convinces, doing these three things that are most essential and which are all embodied in the meaning of the one great word in American enterprise — Advertising.
Hammers & Schilling Co.
ARTISTS : PROGRAMMERS
MONON BLDG. CHICAGO, ILL.

THE First International Cost Congress *of* Employing Printers will meet at *Chicago* Monday, Tuesday *and* Wednesday, October 18*th* to the 20*th*, 1909

Purpose of the Congress

THIS meeting is called for the purpose of *standardizing the method of figuring costs* and the *adoption of an international cost-finding system.* Delegates from the leading printers' organizations of the United States will be present, and men who have made a special study of cost accounting as applied to printing will present papers and give talks on this subject.

An elaborate program of entertainment has been arranged, and every printer in Chicago is especially requested to serve on the reception committee, and so give the delegates and visitors from other localities reason to remember Chicago's welcome and hospitality.

J. A. MORGAN
Chairman COMMITTEE ON ARRANGEMENTS

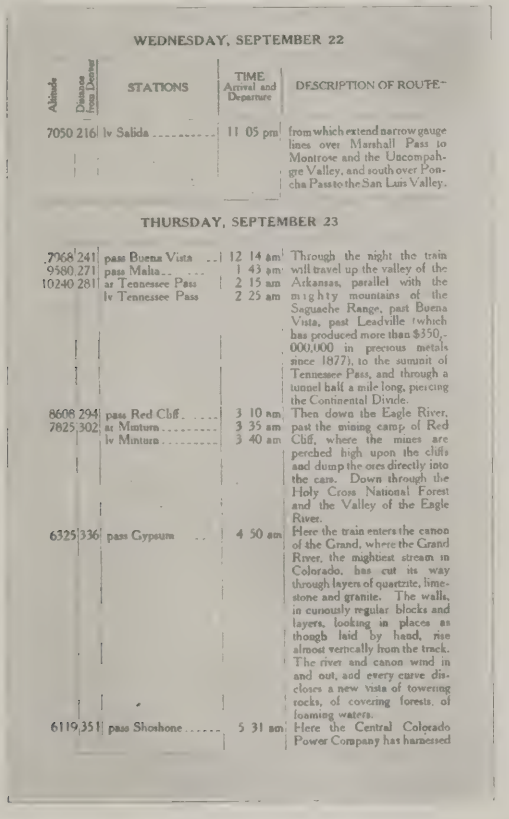
A. E. SOUTHWORTH
President CHICAGO TYPOTHETAE

W. J. HARTMAN
President BEN FRANKLIN CLUB, *Chicago*

that is a matter of taste and was, I understand, decided upon by the customers themselves. It is all the more unfortunate because it is a color which does not admit of reproduction, and I am therefore unable to show any of these specimens which are, in some respects, the best of the lot. Mr. Dressler again sends some reset specimens which are of particular interest.

* * *

The latest to be received from the Carson-Harper Company, of Denver, is a little booklet giving the schedule of President Taft and his party from Denver to Salt Lake City over the Denver and Rio Grande



WEDNESDAY, SEPTEMBER 22

Altitude	Distance From Denver	STATIONS	TIME Arrival and Departure	DESCRIPTION OF ROUTE
7050	216	lv Salida	11 05 pm	from which extend narrow gauge lines over Marshall Pass to Montrose and the Uncompahgre Valley, and south over Poncha Pass to the San Luis Valley.

THURSDAY, SEPTEMBER 23

7068	241	pass Buena Vista	12 14 am	Through the night the train
9580	271	pass Malta	1 43 am	will travel up the valley of the
10240	281	ar Tennessee Pass	2 15 am	Arkansas, parallel with the
		lv Tennessee Pass	2 25 am	mighty mountains of the Sawatche Range, past Buena Vista, past Leadville (which has produced more than $350,000,000 in precious metals since 1877), to the summit of Tennessee Pass, and through a tunnel half a mile long, piercing the Continental Divide.
8608	294	pass Red Cliff	3 10 am	Then down the Eagle River,
7825	302	ar Minturn	3 35 am	past the mining camp of Red
		lv Minturn	3 40 am	Cliff, where the mines are perched high upon the cliffs and dump the ores directly into the cars. Down through the Holy Cross National Forest and the Valley of the Eagle River.
6325	336	pass Gypsum	4 50 am	Here the train enters the canon of the Grand, where the Grand River, the mightiest stream in Colorado, has cut its way through layers of quartzite, limestone and granite. The walls, in curiously regular blocks and layers, looking in places as though laid by hand, rise almost vertically from the track. The river and canon wind in and out, and every curve discloses a new vista of towering rocks, of covering forests, of looming waters.
6119	351	pass Shoshone	5 31 am	Here the Central Colorado Power Company has harnessed

Railroad. It is very admirably arranged as the selection of a page shown herewith will show.

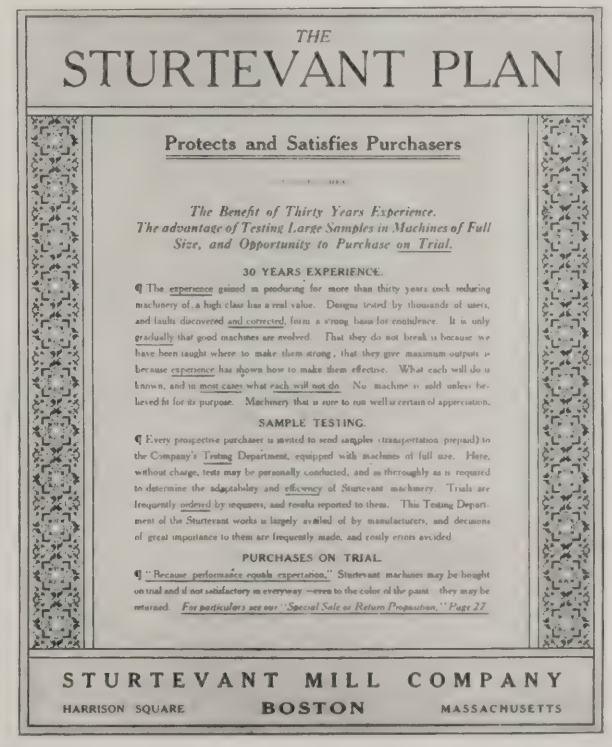
* * *

Arthur H. Farrow, Newark, N. J., sends a bunch of specimens which are well worthy of careful study. The covers of what seems to have been a prospectus for the Country Life Hotel have given me a very delightful half-hour, for I have spent considerable time studying them in detail and noting their excellence. I might say for the benefit of those who see them only in reproduction that the outside border is green, the three initials of the main line are in red and the balance of the job is in black. One of them is printed on rough gray cover stock and the other on a pink mottled cover. The first thing to attract one's attention is the delicacy of the illustration at the top of the page. The typographer has so built his design around this as to make it an integral part of the cover itself and everything else has been planned in harmony with it. Note particularly the two ornaments at the bottom of the page which harmonize perfectly with the illustration at the top and also with the subject to which it is sought to direct one's attention. Of these two covers I much prefer the one on the lighter stock. It is, all things considered, more harmonious and creates a more favorable impression than the other.

* * *

Whenever Winfred Arthur Woodis, of Worcester, Mass., sends in anything to this department it is sure to be something worth while. Am showing two covers which he has recently sent me and which I wish all of of you might see in their original beauty. The smaller one is in two shades of blue on smooth stock, and the larger in two shades of green with the harp ornament in gold and is printed on rough white stock. Personally I prefer the smaller one, though it is simply a question of personal liking and not artistic merit.

* * *


THE
STURTEVANT PLAN
Protects and Satisfies Purchasers
The Benefit of Thirty Years Experience.
The advantage of Testing Large Samples in Machines of Full Size, and Opportunity to Purchase on Trial.
30 YEARS EXPERIENCE.
¶ The experience gained in producing for more than thirty years stock reducing machinery of a high class has a real value. Designs tested by thousands of users, and faults discovered and corrected, form a strong basis for confidence. It is only gradually that good machines are evolved. That they do not break is because we have been taught where to make them strong, that they give maximum outputs is because experience has shown how to make them effective. What each will do is known, and in most cases what each will not do. No machine is sold unless believed fit for its purpose. Machinery that is sure to run well is certain of appreciation.
SAMPLE TESTING.
¶ Every prospective purchaser is invited to send samples (transportation prepaid) to the Company's Testing Department, equipped with machines of full size. Here, without charge, tests may be personally conducted, and as thoroughly as is required to determine the adaptability and efficiency of Sturtevant machinery. Trials are frequently ordered by inquirers, and results reported to them. This Testing Department of the Sturtevant works is largely availed of by manufacturers, and decisions of great importance to them are frequently made, and costly errors avoided.
PURCHASES ON TRIAL.
¶ "Because performance equals expectation," Sturtevant machines may be bought on trial and if not satisfactory in everyway —even to the color of the paint— they may be returned. For particulars see our "Special Sale or Return Proposition," Page 27
STURTEVANT MILL COMPANY
HARRISON SQUARE BOSTON MASSACHUSETTS

Lester C. Peterman, Groveport, Ohio, sends a little booklet gotten out for a school of music in Columbus. It is very well done, although it is scarcely up to the standard of work usually demanded by an institution of this kind. The title page might have been improved by a little judicious letter spacing, doing away with the uneven and awkward spacing of the words as they now stand.

Technical Publicity Association Meeting

DO SPECIAL ISSUES PAY?

SO similar in most methods of business and management that bring success, are all publications, newspapers or periodicals that the consideration given to the ever-live subject of special issues, by the members of the leading organization of technical publishers, will be found of value and interest to all NATIONAL PRINTER-JOURNALIST readers. The discussions, given below, were by the most successful and most prominent men in the calling who spoke from wide experience and close observation and the conclusion ought to be that all special issues are valuable when there are reasons for their issue and they are properly gotten up:

The Technical Publicity Association held its second fall meeting on Thursday evening, Nov. 11, at the National Arts Club, 14 Gramercy Park, New York. There was an unusually large attendance at the informal dinner, which was followed by an interesting program. The feature of the evening was a spirited debate on the merits of special issues of technical and trade papers. Arguments were supplied by several men of national reputation in the technical advertising field.

A novelty was the vote taken by the members of the association at the close of the debate. All were asked to confine their balloting strictly to the merits of the arguments as presented. When the vote was counted, it showed that 25 were opposed to special issues of trade journals and 10 in favor. One man voted "Yes, for real issues."

The argument was opened by Mr. James H. McGraw, president of the McGraw Publishing Company, who spoke for the affirmative. He declared that he believes in the special issue to a certain extent, but it must have three features to make it of extra value to the advertiser. "In the first place," said Mr. McGraw, "it must have a legitimate reason for its publication. The editorial matter must be distinctive, and the extra circulation promised must be honestly given."

"When these three are present," said the speaker, "it is unquestionably a good advertising medium."

Mr. McGraw declared that he always put the subscriber first and that the advertiser should put him first. He gave a concrete example of a very well known special, or as he said, "souvenir" edition of a technical trade journal. The situation in this particular field has shown so many changes in the past half-dozen years that there are comparatively few books on the subject. A book if presented with such an end in view," he said, "would become obsolete by the time a demand had been created for it, because of the many changes in the field." The special issues of the trade journal printed each year on the occasion of an annual convenition, according to Mr. McGraw, supplied the place of an engineering textbook, dictionary and encyclopedia for that special field. A number of special issues of this sort if preserved, will have the merit of a series of volumes on special subjects.

That there was a demand on the part of his subscribers for a special issue, was Mr. McGraw's strongest point. He declared that inquiries concerning the special issue to which he referred had been sent out to the subscribers and that over 90 out of every 100 replies received were favorable to the special or souvenir edition. The issue, he said, should be planned along some central idea. There should be some legitimate reason for its publication, in which case it is not looked upon merely as an excuse for soliciting advertising.

This sort of issue, stated Mr. McGraw, is not as profitable as some may think because of the changed conditions of publication.

"But then," said he, "technical journalism is not play. If the paper is made up of paste-pot and scissors it is not worthy to be considered by the man who has money to spend on advertising. The technical and trade paper field has suffered because of its early history and the traditions surrounding it."

Mr. Robert Frothingham, advertising manager of *Everybody's*, made the first speech of those opposed to special issues. Mr. Frothingham spoke vigorously and his enthusiasm was infectious.

"The average special issue," said Mr. Frothingham, "is a tactical blunder and has no place in twentieth century trade journalism. Some advertisers call it graft. It is a practical confession that the publisher is short-changing his readers in all his regular issues. If the matter is live and vital it ought to be in each issue."

The speaker was of the opinion that the failure of the special issues in the past to give returns to the advertisers had done considerable harm by driving out of the advertising field men who might have benefited by other methods of publicity. To him it seemed like killing the goose that lays the golden egg. The average special edition, he declared, is purely for the benefit of the publisher, "and the advertiser pays the freight."

He closed with the words, "the special edition and the archaic business card advertisement are the two diseased members of trade journalism. They are musty relics of days gone by, and the sooner they are consigned to the scrap-heap the better."

Mr. J. George Frederick, managing editor of *Printer's Ink*, spoke earnestly in favor of special issues, but with certain limitations. He cited an instance where the diversity of interests in a particular field required special issues so that the editors might concentrate in separate numbers matter which could not well be presented otherwise. The abuses of the special issue he declared to be the exaggerated value to advertisers as represented by certain publishers. He did not think special issues of very much greater value than the regular issues, but declared there was a medium between the two extremes. "A quiet editorial policy of concentration," he said, "makes a paper more valuable."

Mr. L. F. Hamilton, of the National Tube Co., gave the point of view of a member of the T. P. A. He declared that in his personal experience, special issues had been considered merely on their merits as regular editions at the time they were published.

Mr. Carpenter, of Philadelphia, a new member, declared that his advice to a certain trade-paper publisher, when asked for his opinion on special issues, was:

"Yes, get out one interesting number. For Heaven's sake send us one which we will read."

The Technical Publicity Association elected a number of new members at the meeting. In the absence of President Redfield, Mr. O. C. Harn, advertising manager of the National Lead Company, was toastmaster. Mr. Howard M. Post, chairman of the Publicity Committee, reported very satisfactory progress. He presented a portfolio of technical and trade-paper comments showing graphically the increasing recognition of the T. P. A. as a factor in the technical advertising field. The association, at the close of a very profitable evening, adjourned to meet again Thursday, Dec. 8.

GREAT HELP TO CAUSE OF JOURNALISTIC EDUCATION.

UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM.
COLUMBIA, MISSOURI, Nov. 15, 1909.

B. B. Herbert, Editor National Printer-Journalist,

DEAR HERBERT:—I thank you for your continued courtesy. The NATIONAL PRINTER-JOURNALIST is a great help to the cause of journalistic education in America.

With personal regards, I am,

Very sincerely, WALTER WILLIAMS.

What a Cost System Has Done for Minneapolis

WITH the above as a topic, Mr. Gilbert L. Byron, of Minneapolis, presented a paper before the International Cost Congress in Chicago, that received general attention and highest commendations. The interest was greater because Mr. Byron spoke of accomplishments, of those things that had been tried with profitable and satisfactory results. An ounce of practical results, or of examples from experience, is often more valuable than a pound of theory. While the proceedings of the First International Cost Congress is being published in full and will be very widely circulated, we believe that the calling attention to some of the facts given in this paper will prove immensely profitable to our readers. The organization at Minneapolis, like that in Chicago and other cities, is called the Ben Franklin Club. It meets twice each month in its own club room. A member usually leads, at every meeting, with a paper pertaining to the printing business. A blackboard is used and chalk talks are frequent. There are no salaried officers and though the printers are busy men, time is willingly given for the benefits received, and discussions are frequently carried on well into the nights. The club is growing steadily, now embracing eighty per cent of the job printing business in the city. The declared object of the club is "promoting a spirit of friendship, and business education between all of the printing offices in the city." Through the education as to cost of work, many thousands of dollars have already been realized by, or saved to, the employing printers. One of the pleasures of the members of the club, that results in benefits as well, is a week-end luncheon held, informally, every Saturday noon, when the members—fellow brother employing-printers—discuss freely experiences, mistakes and achievements of the previous week and strengthen the bonds of friendship through mutual confidence and good fellowship, without which so much has been missed in the past that would have resulted for the best interests of each and all. The results have exceeded, in a social and business way, the fondest hopes of all. Mr. Byron gave as his conclusion, "A firm belief that the only foundation for a printers' organization is an accurate knowledge of the cost of production."

"No concern can have absolute faith in itself unless it knows to a certainty the cost of its product.

"Any cost system is better than none. A system that will get at approximate cost is a great help. A simple system that will lead ultimately to something more nearly perfect is, in my judgment, an excellent beginning.

"The average printer is a peculiar man. He is the most faithful, hardest-worked and generous individual that it has ever been my pleasure to know.

"He is above the average man in intelligence and integrity. He is sometimes one of the leaders in his community. He is more frequently a laughing stock in his community, however, and he rarely, very rarely, stands well with his banker.

"Taking it all in all, the master printer, so-called, has been a most composite individual.

"The cost system is developing master printers in Minneapolis. These men are head and shoulders higher in our business community than they were six months ago.

"Concerns which are now being guided by cost systems are actually invited by their bankers to borrow money.

First International Cost Congress in Session in Chicago.

"Concerns which are operating cost systems very rarely take work at less than cost, and only then because they lack the judgment to correctly guess the time it will require to produce the job.

"We are making a close study of proper methods of estimating at present. We hold regular classes in esimating, and, knowing our cost of production, which is half the battle, we are helping each other to learn how to figure.

"This portion of our education we find is even more difficult to master than the science of cost. In ascertaining cost we have prescribed rules to govern us. Estimating has always been guesswork—it probably always will be. No two jobs are exactly alike, and to make one's estimate pan out with the right price for the finished product is an art that most of us have yet to acquire.

"We are studying the matter systematically, however. We have a committee at work on the preparation of a uniform estimate blank which will correspond in general make-up to a blank used in our cost memorandum blank, with the idea that each item in both blanks can be compared item for item after any specific job is completed, which will give a perfectly clear analysis of a job before and after taking. This work is occupying our attention at the present time and will be of inestimable value to us in the further pursuit of our study of the printing business.

"In adopting certain ~~uniform~~ rules for ascertaining cost, I thought there might be some opposition to accepting specific items that are just as surely a part of the cost burden as anything else that enters into our product, namely, a salary for the proprietor and interest and depreciation on his plant. With over sixty cost systems installed in Minnesota rarely have these items been questioned as being too large, nor legitimate expenses of the business.

"I will say, however, that until these items were put into the first cost summary, the last two especially, were overlooked by nearly every shop in the past. This means that an interest charge of six per cent a year, and a depreciation charge of ten per cent per year, or a total of sixteen per cent a year on the value of the plant was donated to the customer.

"Here is a case in point and will prove the value of a cost system as a check on a book-keeping system. Two weeks ago a firm that had just installed a cost system took its first cost summary. The accountant for this firm drew off his regular balance sheet which showed a profit of $500 on the previous month's business. It was difficult to reconcile the cost sheet with this trial balance, however, and in analyzing each it was discovered that the real profit was 50 cents instead of $500, the bookkeeper having overlooked the two little items of interest and depreciation which amounted to the difference of just $499.50.

"It seems to me that few printers have been willing to look facts concerning their own business squarely in the eye.

"Another debatable matter of great importance brought out as the result of studying our cost, is the amount of profit that a printer is legitimately entitled to.

"You can readily believe when a live community once becomes aroused, that plenty of subjects present themselves for discussion, and with most of us who are in dead earnest, these discussions of ways and means for bettering our condition are a most agreeable pastime, I assure you.

"I could argue for an hour on what profit a printer ought to add to the cost of his product. I would advocate a much greater profit than he thinks he is getting.

"There is not the slightest doubt about a cost system's elevating the selling price. It does, notwithstanding the fact that it points out many shop leaks which never could be discovered without it.

"Some five years ago when I began the study of cost in my own business, and gathered what information I could from every possible source, the installation of a uniform cost system seemed to me to be an impossibility.

"Today I am appalled at the struggle most of us have been making for so many years to get at the simple facts.

"Experience is a great teacher, and if I am any judge of the matter, cost systems will never be generally installed without personal supervision in each case, because a cost system is too mysterious a proposition for the ordinary printer to comprehend until it has actually been demonstrated to him in his own shop.

"It is also my experience with cost systems that once demonstrated and worked out, under the personal supervision of an expert, the printer taking every figure from his own records, he would not part with his cost system for the best printing press in his outfit."

S. BLAKE WILLSDEN. NEWSPAPER PREMIUM SPECIALIST, CHICAGO

Mr. Willsden has just presented us with his Unrivaled Live Stock Anatomical Chart, a three-sheet combination containing 6 pages of the best reference matter for the veterinarian, farmer, or live-stock breeder it has been our pleasure to inspect.

S. Blake Willsden

This publication has been endorsed by the Veterinarian of the State University of Illinois College of Agriculture. It has also been endorsed by many Secretaries of State Boards of Agriculture throughout the United States and it is the general opinion that Mr. Willsden has produced a real reference work of great value to the farmer and live-stock breeder. This publication is gotten up at such a low price that any publisher can afford to offer it to subscribers at a very nominal cost, or if they are so disposed, give it free for paid-in-advance subscriptions on weekly publications.

Mr. Willsden is well known to the publishers of daily and weekly newspapers, also farm journals, and has traveled extensively in visiting the publishers in every state and territory of the United States also the Provinces of Canada. His experience enables him to give suggestions to the publishers which will be valuable in circulation promotion work, therefore, anyone placing their business with him can depend upon getting good returns for their money. It will pay you to write Mr. Willsden and learn about the terms for his Unrivaled Live Stock Anatomical Chart.

Henry H. Legler of Milwaukee has accepted the position of city librarian of Chicago, being the unanimous choice of the board. He was one of the nineteen men who took the civil service examination for the position. He was once a newspaper man in Milwaukee, having worked up to the city editorship of the *Sentinel*.

A Retiring Publisher Honored

A TRIBUTE TO DAVID WILLIAMS, OF NEW YORK, WITH INCIDENTS AND WORDS OF WISDOM, OF INTEREST AND VALUE TO ALL NEWSPAPER PUBLISHERS.

ON Tuesday evening, September 28, the third annual convention of the Federation of Trade Press Associations in the United States was brought to a close by a banquet in the Hotel Astor, New York. The retiring president of the federation, David Williams, was the guest of honor on this occasion. The guests numbered in the neighborhood of 90 and included, besides the delegates of the various newspaper associations to the convention, representative men in the iron machinery and hardware industries, the postmaster of New York City and members of the staff of *The Iron Age*. Charles T. Root was the toastmaster and opened the speaking of the evening, saying in part:

I have had devolved upon me a most agreeable duty, which presently I shall endeavor to perform; but before doing so I ask the forbearance of the company while I indulge in a brief personal reminiscence. I came to New York just 34 years ago, my visible assets consisting of a young bride and about money enough to pay our board and carfare for a month. I came with the purpose of breaking into journalism in some form. My first engagement was as a representative in New York of a daily in another city. That did not last very long, because I found my interest speedily attracted to the trade field, which I shortly entered in a very modest way. My attention was soon riveted upon four bright particular stars in the trade firmament. They were the *Oil, Paint and Drug Reporter*, the *Shoe and Leather Reporter*, the *United States Economist and Dry Goods Reporter* and *The Iron Age*. These papers were the objects of my reverence and of my wild dreams, and I often said to myself that if I could ever rise to be the publisher of one of these papers my cup of pride and satisfaction would be full.

Within a half dozen years, I became the publisher of the *Oil, Paint and Drug Reporter*. Another half dozen years and I became the publisher of the *United States Economist and Dry Goods Reporter*. Within 10 years more I published the *Shoe and Leather Reporter*. And a week ago today I was elected president of the David Williams Company, becoming the publisher of *The Iron Age*. I venture on this personal reminiscence because it seems to me that it is not often given to men to realize thus specifically their particular ambitions.

The circumstances which rendered possible the final fulfillment of my early aspirations was the decision of David Williams, the builder and publisher of *The Iron Age*, to retire from the activities of the publishing side of his business and thereafter to devote such time as he might choose to give to affairs to his other important activities. Myself and certain associates sought the opportunity of taking over the publishing business of Mr. Williams, and our negotiations were finally successful. He was not at all precipitate, and I felt definitely complimented when he finally decided that we were suitable repositories for the important trust—which every influential newspaper should be held to be—and which he himself had administered for about a half century. So it comes about that almost simultaneously with his retirement from the presidency of this federation—the crowning honor within the gift of the trade paper fraternity—he relinquishes also his individual activities and responsibilities as a publisher.

Mr. Williams, some of your colleagues, who feel that in honoring you they honor themselves, have selected as a gift to you on this occasion yonder bit of bronze. Its title is "La Forge." It represents a primitive blacksmith and typical iron worker, and therefore presumably a denizen of *the iron age*. At all events, he appears to be a man as sturdy, as downright and as upright as yourself. Perhaps the little statute ought to have been made of iron; but bronze, they tell us, is even more enduring and so better typifies, we hope, your work and your renown. In the name of the donors I ask you to accept this as a token of the cordial good will and esteem that all your colleagues feel for you.

For myself and my immediate associates in the David Williams Company, may I be permitted to add that we, your successors, feel that if we shall be able to hold as high and as firmly as you have done the standards of accuracy, impartiality and unswerving independence which you have raised and maintained over the publications we have inherited; if we can hold to the end of our administration the public confidence that you have won, and if we can at last retire from this field as you are now retiring, unassailed by enmity and unscathed by criticism, followed by the gratitude and affection of your employees and the respect of the trades with which your name has for so long been linked, with malice toward none, with charity for all—if we can

The Bronze Statue, "La Forge," Bearing the Inscription, "Presented to David Williams, President of the Federation of Trade Press Associations in the United States, by His Fellow Publishers, Sept. 28, 1909."

follow in your footsteps to that extent, we shall certainly esteem ourselves among the most fortunate of our profession.

Finally, I cannot say that we regret your retirement from an increasingly difficult business. You have earned an honorable release and it is coming to you. But I will voice the sincere and universal hope that during a long future your life will be as calm, as fortunate and as happy as your past.

And so, David Williams, if we may borrow the classical toast of that beloved vagabond, Rip Van Winkle, "Here's your good health and your family's, and may they all live long and prosper."

At the close of Mr. Root's remarks the applause was so enthusiastic that it was some time before Mr. Williams, who rose to respond, was able to begin. He spoke as follows:

MR. TOASTMASTER AND GENTLEMEN: I have not words to thank you; and yet how inadequate would words be to express the thoughts they represent—much more the feelings, sentiments, memories and hopes that lie at the bottom of my heart. I thank you for this exquisite gift, which I shall always cherish, not only for its beauty but also as a reminder of the donors with whom I have had so many years of friendly association. I thank you, too, for the kind and too flattering words which accompanied its presentation.

This is a memorable night to me. It marks the end of my career as a publisher, reaching back more than 50 years to the small beginning of what has since become a great journal—a business career longer than is given to most men to enjoy. It reminds me, too, that I am nearing the milestone marking the three score years and ten that are supposed to be the limit of man's active life.

It is no light thing to sever old associations and give up what has been one's life work, but it is the common lot. Man, like the trees, has his growth, maturity and age; and a younger generation stands ever ready to carry on the work we have begun.

My life has been a long and prosperous and happy one. If I was born at the time I would have chosen, at the commencement of the most wonderful era that has dawned upon this world, when the arts and sciences, which make the time we live in so different from all that have preceded it, were just beginning to make their influence felt. You young men can never appreciate how great this change has been. What were the wonders of a former time have become the commonplaces of today. Try to imagine the condition of the arts and industry and commerce when I was born. The railroad was emerging from its experimental stage, and had solved its first problems. It already joined together places that were near, but only in the minds of men with the boldest imagination was there any anticipation of the state of things today, when the farthest corners of a continent are connected by bands of steel and its scattered communities have been made a homogeneous and united people. Steamboats plied on inland waters, but ventured little on the ocean, with whose waves they were ill fitted to contend, and gave little promise of the majestic structures of today, which force their imperious way in spite of wind and wave, with the regularity of the clock.

The steam engine, too, had reached the practical stage and had made an impression on the arts and industries. It was said to be doing man's work; but no one imagined that it would, as is the case today, perform the task of giants, rivaling the fabled labors of Hercules. All that was known of electricity was the story of Franklin's kite and a few laboratory experiments, without a hint of telegraph or telephone, electric motors or electric light. Petroleum, with its countless derivatives, was not yet discovered. Gas was to be found in the larger places, but candles and whale oil lamps were still the common sources of light. Coal was used in small quantities within a short radius of the mines. There was no agricultural machinery; in fact, little machinery of any kind. Practically all the mechanical devices which we depend upon so much were lacking. Try to picture what life must be under such conditions and then try to imagine doing business in a city where there were no office buildings—to say nothing of

THE CHRISTIAN SCIENCE MONITOR

NEW ENGLAND EDITION. BOSTON, MASS., SATURDAY, OCTOBER 2, 1909—VOL. I., NO. 260. PRICE TWO CENTS.

REPUBLICAN STATE CONVENTION TODAY NAMES CANDIDATES

Symphony Hall Meeting Opens With Call by State Committee Chairman, Who Is Temporary Chairman.

INCOME TAX IS UP

Permanent Organization Is Effected With Edwin U. Curtis in Chair and Senator Will Make Nomination.

State Republican Slate.

Governor—EBEN S. DRAPER of Hopedale.
Lieutenant-Governor—LOUIS A. FROTHINGHAM of Boston
Secretary of state—WILLIAM N OLIN of Boston
Treasurer and Receiver General—ELMER A. STEVENS of Somerville.
Attorney General—DANA MALONE of Greenfield.
Auditor—HENRY E. TURNER of Malden.

Planks in the Platform

Recognition of state income tax and passing up of national tax to Legislature.

Indorsement of Payne-Aldrich tariff bill.

Commendation of admin stration of Governor Draper.

Commendation of administration of President Taft.

MONITORIALS
by
Nixon Waterman

TO MOTHER GOOSE

Beware! Mother Goose, of the things you may state
Regarding the beasts and the birds;
We are watching the nature observers, of late
So be careful to ponder your words:
From the way in which folks have begun to assail
"Nature fakers," we fear, pretty soon,
There'll be some of them doubting your wonderful tale
Of the row that jumped over the moon

And there is another big yarn you relate
About that most wonderful hen
You venture to tell us would sometimes lay eight
Lovely eggs when she didn't lay ten.
And the beautiful story of "Little Bo Peep"—
(As a "story" we think it is good)
Don't you fear you are wrong when you say that her sheep
Could hang up their tails when they would?

For years you've been teaching your wonderful tales
To our youths in your wonderful way,
And your manner of "seeing things" may be what aids
Our nature observers today
But the people are yearning for facts
That are true
So dear Mother Goose—oh, won't
You be careful, hereafter to tell us, oh, do!
Just when you do mean it or don't?

THE GREATER GOOD.

City Man—I should think you would walk in from your suburban home to your office just to get the needed exercise.

Commuter—Oh I require something more strenuous, which I get by running to catch my trains

The recent polar photographic exposure adds interest to future developments

If expressing the opinion that his endurance is being overtaxed by too much western hospitality and too many big dinners President Taft feels like speaking, no doubt "Defend me from my friends I can defend myself from my enemies."

MISERIC AND F.

Since just to find the pole they make

DR. COOK NOW SEEKS FOR HIS VINDICATION BY HARRY WHITNEY

Hopes to Have a Public Interview With Returned New Haven Man, Hoping to Clear Controversy.

NOW IN NEW YORK

NEW YORK.—Dr. Frederick A. Cook arrived at the Grand Central station early this morning on the midnight express from Boston, where he lectured Friday night.

He was driven at once to his hotel. Tonight he is due to lecture in Brooklyn and tomorrow he will speak in Washington.

He had a brief interview with Harry Whitney, the Arctic hunter of New Haven, on the train and will from now on do his utmost to secure a public interview with Mr. Whitney.

Dr. Cook all along has said that Mr. Whitney is the one man who can do more than any other to bear out the surgeon's claims to having reached the north pole in April 1908.

He has been confidently awaiting Mr. Whitney's return from the north and now that he is here will do his best to seek vindication as far as possible at the hands of the first man he met on his return from the pole and to whom was first confided the fact that 90 deg of latitude had been reached.

Mr. Whitney will seek seclusion for a few days with his family at New Haven. It is said that he has planned an automobile trip to last several days.

Dr. Frederick A. Cook and Harry Whitney met Friday night on the midnight express from Boston to New York and held an earnest consultation. Just what was said is not known, as no newspapers were admitted.

Dr. Cook had telegraphed Mr. Whitney the New Haven Arctic hunter who met Dr. Cook in the Arctic regions and who was the first white man to be made aware of the conquest of the world's northernmost spot, to meet him in Boston.

Mr. Whitney, however, lost the train at Edgewood and returned to this city in an

PORTLAND IS TODAY HOST OF PRESIDENT ON COAST JOURNEY

Mr Taft Remains in Oregon City Until Sunday Night and Has Completed Series of Set Speeches.

TREND SOUTHERLY

PORTLAND, Ore.—Portland today is entertaining President Taft who arrived from Tacoma on the second section of the southerly leg of his trip. He will remain here two days leaving Sunday evening.

The President has completed his set speeches having made eight of first importance but he has talked to audiences more than 60 times in two weeks and a half. His addresses constitute a record of the work with which Congress will be entrusted.

President Taft at Tacoma Friday night received from an audience that thronged the big armory a most cordial greeting. He was entertained at dinner at the Union Club after making the trip from Seattle on board the yacht E. Primere owned by Chester Thorne.

The President has promised to attend another exposition to be held on the Pacific coast in 1915, in celebration of the completion of the Panama canal. Mr. Taft said the date was beyond his term of office but readily gave his promise to attend. The invitation was given by Col. D. C. Collier, director general of the Panama California exposition, which is to be held in San Diego, Cal., the most western coast American city to the Pacific entrance of the canal.

The President's outspoken opposition to self-government for Alaska unquestionably caused consternation in this region and rates right on the heels of the despatch of a petition from Alaska asking his support of home rule in that territory. The President has taken particular pains to let it be known that he feels Alaska has been somewhat neglected in the past.

At a Seattle dinner the President said: "I am doing the best I can to carry

ST LOUIS BELLS WILL RING AS CENTENNIAL DAY DAWNS

Week's Celebration Beginning Tomorrow Will Include Aeroplane and Balloon Flights, a Lecture by Dr. Frederick A. Cook and Pageant Features.

CITY HALL, ST. LOUIS

The city which begins on Sunday the celebration of a century of corporate life now has a population of over 700,000. Its bank clearings in 1908 were $3,974,000,000

ST. LOUIS—With the concerted ringing at sunrise next Sunday morning of the bells of 644 churches in this city will begin the St. Louis centennial celebration, which will continue throughout the week. The important features of the event will be the presence of Dr. Frederick A. Cook, who on Wednesday night will deliver his first lecture here on the attainment of the north pole; Glenn H. Curtiss, who has broken all speed records of flying in a machine heavier than air, will be here.

The Aero Club has closed contracts for the exhibition here during centennial week of the Henry Farman aeroplane and the W. A. Anthaut wireless dirigible balloon.

Monday Oct. 4, there will be distance races for spherical balloons and the reception of mayors of 1004 cities. Tuesday will occur the water pageant commemorating the founding of St. Louis with four United States war vessels participating, and the Veiled Prophet's parade.

Wednesday the corner-stone of municipal buildings costing $1,500,000 will be laid.

On Thursday there will be an industrial pageant comprising more than 200 floats and a costume ball at the new Coliseum.

Friday the national historical and military pageant will take place.

Saturday, the closing day, there will be a race for dirigible balloons over a triangular course, the automobile parade with more than 10,000 cars in line, and the celebration will be brought to a close by a banquet.

On Wednesday Thursday Friday and Saturday aeroplane flights will be made by Glenn H. Curtiss and others.

British and German Troops in New York

HUDSON FETE TODAY GIVEN TO CHILDREN'S FESTIVAL PARADES

Forty-Six Special Districts in Greater New York Are Laid Out for Celebration Exercises.

CARNIVAL TONIGHT

Aeroplanists Ready for New Flights, While the Clermont and Half Moon Continue up the River.

NEW YORK—Today is the day of the Hudson-Fulton celebration which is for the most part devoted to children's features. All the available park space in the boroughs of Greater New York will be given over to festivals and pageants which will be participated in by thousands of children.

Both Wilbur Wright and Glenn H. Curtiss are prepared to make aeroplane flights if conditions are favorable. The dirigible balloon race to Albany has been abandoned by Capt. Thomas S. Baldwin and George L. Tomlinson.

Forty-six special districts have been laid off for the children's pageant. The parade in each district will be in two divisions. The costumed parts in each will be taken by children of all schools while the escorts and the singing will be furnished by thousands of elementary public school pupils. The parade will start early in the afternoon from meeting points appointed for each district.

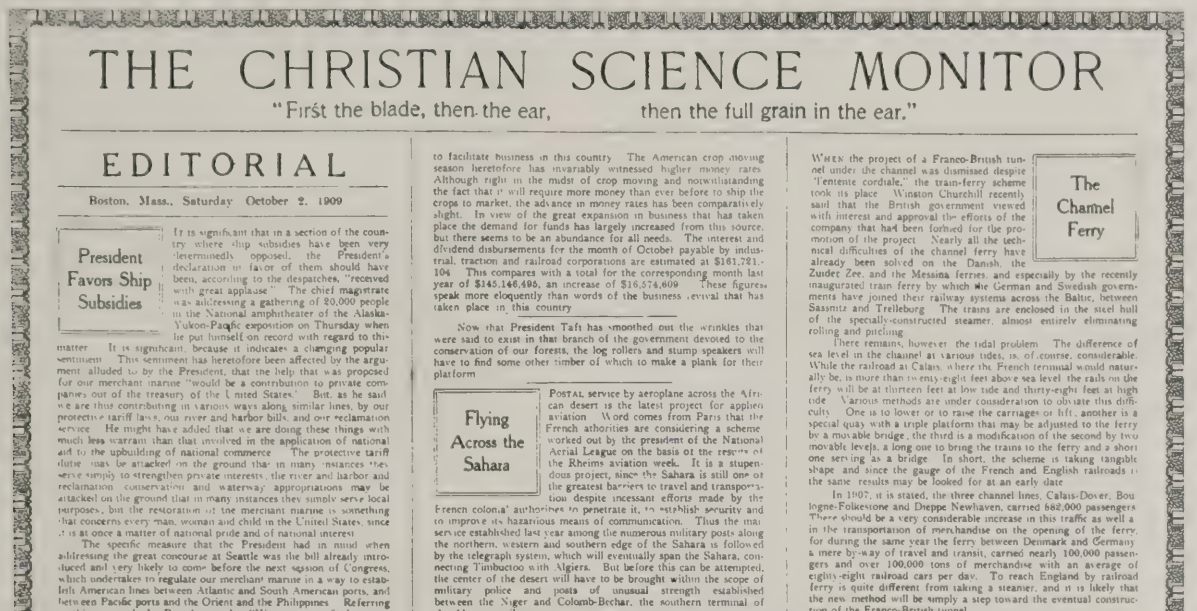
The part which will be taken by the public schools is fully shown in a special circular issued to the principals of elementary schools in which Superintendent Maxwell directs the school superintendents in each district to organize the elementary school pupils in five regiments to consist of two battalions of six companies each, all the children carrying flags. The said colors will be

Reproductions of the Upper Halves of the First and Last Pages of a Model Daily, *The Christian Science Monitor*, Boston, (See pages 769-770, November issue)

skyscrapers—without stenographers, typewriters or even district messenger boys; when quill pens were still used, and black sand served instead of blotting paper.

To appreciate the present we must understand the past. And I am thankful that I have been able to watch the change from the old order to the new and in some small degree to aid in its development.

To what is this wonderful change due? To the sciences which underlie our industrial arts, which in their turn depend on technical literature. So it all comes down to the printing press. Students of history choose different events as marking the turning or dividing point between the ancient or medieval and the modern world. For me there can be but one—the discovery of printing. Before that, men were as strong and brave, endowed with minds as keen, imaginations as vivid, as today. With all our boasted progress we still look for the masterpieces of art and architecture, of poetry, philosophy and



THE CHRISTIAN SCIENCE MONITOR

"First the blade, then the ear, then the full grain in the ear."

EDITORIAL

Boston, Mass., Saturday October 2. 1909

President Favors Ship Subsidies

It is significant that in a section of the country where ship subsidies have been very determinedly opposed, the President's declaration in favor of them should have been, according to the despatches, "received with great applause." The chief magistrate was addressing a gathering of 20,000 people in the National amphitheater of the Alaska-Yukon-Pacific exposition on Thursday when he put himself on record with regard to this matter. It is significant, because it indicates a changing popular sentiment. This sentiment has heretofore been affected by the argument alluded to by the President, that the help that was proposed for our merchant marine "would be a contribution to private companies out of the treasury of the United States." But, as he said we are thus contributing in various ways along similar lines, by our protective tariff laws, our river and harbor bills, and our reclamation service. He might have added that we are doing these things with much less warrant than that involved in the application of national aid to the upbuilding of national commerce. The protective tariff duties may be attacked on the ground that in many instances they serve simply to strengthen private interests, the river and harbor and reclamation, conservation and waterway appropriations may be attacked on the ground that in many instances they simply serve local purposes, but the restoration of the merchant marine is something that concerns every man, woman and child in the United States, since it is at once a matter of national pride and of national interest.

The specific measure that the President had in mind when addressing the great concourse at Seattle was the bill already introduced and very likely to come before the next session of Congress, which undertakes to regulate our merchant marine in a way to establish American lines between Atlantic and South American ports, and between Pacific ports and the Orient and the Philippines. Referring to this proposal, the President said: "We earn a profit from our foreign mails of from $6,000,000 to $8,000,000 a year. The appropriation of that amount would be quite sufficient to put on a satisfactory basis two or three oriental lines and several lines from the East to South America."

There are some things with relation to our merchant marine with which the people of the United States cannot be familiar. If they were there would have been a loud popular demand for constructive legislation in this particular long ago. How many, for example, are acquainted with the fact that our ship tonnage is 200,000 less than it was 100 years ago, or that our ships now carry less than 9 per cent of our foreign commerce while in 1861 they carried 65 per cent, or that there is [illegible]

to facilitate business in this country. The American crop moving season heretofore has invariably witnessed higher money rates. Although right in the midst of crop moving and notwithstanding the fact that it will require more money than ever before to ship the crops to market, the advance in money rates has been comparatively slight. In view of the great expansion in business that has taken place the demand for funds has largely increased from this source, but there seems to be an abundance for all needs. The interest and dividend disbursements for the month of October payable by industrial, traction and railroad corporations are estimated at $161,781,104. This compares with a total for the corresponding month last year of $145,146,496, an increase of $16,574,609. These figures speak more eloquently than words of the business revival that has taken place in this country.

Now that President Taft has smoothed out the wrinkles that were said to exist in that branch of the government devoted to the conservation of our forests, the log rollers and stump speakers will have to find some other timber of which to make a plank for their platform.

Flying Across the Sahara

Postal service by aeroplane across the African desert is the latest project for applied aviation. Word comes from Paris that the French authorities are considering a scheme worked out by the president of the National Aerial League on the basis of the results of the Rheims aviation week. It is a stupendous project, since the Sahara is still one of the greatest barriers to travel and transportation despite incessant efforts made by the French colonial authorities to penetrate it, to establish security and to improve its hazardous means of communication. Thus the mail service established last year among the numerous military posts along the northern, western and southern edge of the Sahara is followed by the telegraph system, which will eventually span the Sahara, connecting Timbuctoo with Algiers. But before this can be attempted, the center of the desert will have to be brought within the scope of military police and posts of unusual strength established between the Niger and Colomb-Bechar, the southern terminal of the Algerian railroad.

Now comes the aeroplane proposition, which puts a new complexion on Saharan travel and communication. It is estimated that the "thousand miles of desert and oases separating the Niger from Colomb-Bechar could be covered in twenty-four hours by aeroplane. At present it takes three months. The aeroplane trip could be made in three stretches of eight hours each, three stations being provided for taking fuel; and the whole journey need not take longer than three days at the most. Doubtless, the use of aeroplanes is not yet sufficiently developed for such a daring undertaking as the crossing of the Sahara, but it is manifest that by conducting experiments on the edge of the desert with a view to immediate penetration, mea-

When the project of a Franco-British tunnel under the channel was dismissed despite "l'entente cordiale," the train-ferry scheme took its place. Winston Churchill recently said that the British government viewed with interest and approval the efforts of the company that had been formed for the promotion of the project. Nearly all the technical difficulties of the channel ferry have already been solved on the Danish, the Zuidet Zee, and the Messina ferries, and especially by the recently inaugurated train ferry by which the German and Swedish governments have joined their railway systems across the Baltic, between Sassnitz and Trelleborg. The trains are enclosed in the steel hull of the specially-constructed steamer, almost entirely eliminating rolling and pitching.

The Channel Ferry

There remains, however, the tidal problem. The difference of sea level in the channel at various tides, is, of course, considerable. While the railroad at Calais, where the French terminal would naturally be, is more than twenty-eight feet above sea level the rails on the ferry will be at thirteen feet at low tide and thirty-eight feet at high tide. Various methods are under consideration to obviate this difficulty. One is to lower or to raise the carriages or lift; another is a special quay with a triple platform that may be adjusted to the ferry by a movable bridge; the third is a modification of the second by two movable levels, a long one to bring the trains to the ferry and a short one serving as a bridge. In short, the scheme is taking tangible shape and since the gauge of the French and English railroads is the same results may be looked for at an early date.

In 1907, it is stated, the three channel lines, Calais-Dover, Boulogne-Folkestone and Dieppe Newhaven, carried 882,000 passengers. There should be a very considerable increase in this traffic as well a in the transportation of merchandise on the opening of the ferry. for during the same year the ferry between Denmark and Germany a mere by-way of travel and transit, carried nearly 100,000 passengers and over 100,000 tons of merchandise with an average of eighty-eight railroad cars per day. To reach England by railroad ferry is quite different from taking a steamer, and it is likely that the new method will be simply a step toward the eventual construction of the Franco-British tunnel.

State Elections This Year

Governors or minor state officers will be elected in ten states early in November, the elections occurring on either the second or the sixth of the month. Only a few of them will have importance, however, in a political way. The election in Massachusetts will be interesting, although the element of doubt will not be present to any great extent. This state gave Bryan 155,543 votes, Taft 265,[illegible] Vahey 181,162 and Draper 228,818 in

Reproduction of the Upper Half of the Last Page of The Christian Science Monitor.

history to ancient Greece and Rome. But when we look for what we call science, what do we find? Nothing worthy the name. Astronomy almost down to our day was a system of pretty dreams; chemistry, a mixture of alchemy, magic and the search for the philosopher's stone; medicine, a barbarous collection of superstition and grotesque remedies. Before the printing pressmen did as well as we, all that an individual man might do by his own proper powers, but it was all individual work. No one could reap the results of other men's work as now. With the invention of printing what a change! The printed book went at once to all the centers of learning, the universities and libraries, as well as to private scholars. It was subjected to the simultaneous criticism of the whole world, its facts discussed, its theories weighed; and so, gradually a body of truth grew until at last, and not so long ago, the practical sciences which are the basis of our industrial arts took form. This has been a process of evolution, and it is hard to conceive how slow it has been and how great a mass of books has been required. A few years ago a certain professor tried to induce the Engineers' Club to undertake the collection of a library of engineering books. I asked him once how much room such a library would require. He said he thought the clubhouse could contain them if books on chemistry were not included; that if they were, as much more room would be needed. The club house was four stories and basement, 27½ ft. front and probably 70 ft. deep. This immense mass of books were practically all dead. They were the ore from which the truth had been refined. They were as the countless generations required in the evolution of a new type of life.

At last the pace of invention, discovery and scientific progress grew so rapid that the book became too slow. It is a lucky book that lives ten years: some are outgrown in two; and I have known a book to be obsolete before it was printed. Hence the technical periodical which keeps its readers informed of the developments in its special field. No one expects the general newspaper to deal intelligently or adequately with any technical subject. It will flash the news of a discovery or happening all around the world if it be deemed of popular interest, but all who desire more than a superficial account must wait for the technical journal which will treat the subject fully, intelligently and fairly.

The Good Book tells us the Creator gave our first parents two commands. In one he forbad them to do something which they immediately did. In the other he commanded them to subdue the earth. How little of that subjugation was accomplished during the long ages that preceded the invention of printing, less than 500 years ago! How much has been accomplished during the few years that have elapsed since then, and how rapid has been the progress since the technical journal came upon the scene!

You, gentlemen, technical and trade journalists, are the vanguard of the procession which is marching toward the fulfillment of that command of God. You are the forerunners of the time when man, having subdued the forces of nature, shall make them do his work, and with the fulfillment of the command shall escape from the curse. "In the sweat of thy face shalt thou eat bread."

That all your journals may continue to grow and prosper and that you may live long in health and happiness is the earnest wish of him who was your Dean.—*Iron Age.*

Pecos Valley, N. M., Press Association

PECOS Valley Press Association held its third annual meeting at Carlsbad, New Mexico, October 5th, 6th and 7th. It is the pioneer association of the Territory and this meeting was the largest attended and was one of the most interesting to editors and publishers. The Association was organized three years ago at Roswell and its territory consists of the country east and south of the Rock Island road in New Mexico. The local press club of Carlsbad, namely, W. H. Mullane, Bernie Mullane and V. Albritton of the *Current;* W. T. Reed, Mrs. Asbury Moore, Ray Blocker of the *Argus,* and A. M. Hove, of the *Drovers' Journal,* did the honors in entertaining the Association, assisted by the members of the Commercial Club and their ladies. New Mexico is not a prohibition Territory and for that reason the Governors of North and South Carolina right royally assisted the local press committee in the entertainment of the members of the Association. The following program was rendered:

"The Relation of the Newspapers and Railways under the Inter-state Commerce Commission," by J. M. Wood of the Lakewood *Progress.*

Open discussion brought forth good thought by various members present, it being the general concensus of opinion that the present plan of the railways to pay cash for their advertising was the proper method, for the newspapers required cash more than passes.

The next paper was by President Loomis, of the Texico *Trumpet,* "A Uniform Rate for Foreign Advertising." The paper was full of meat and good advice and developed much comment from the members that altogether added much valuable information to the whole meeting.

The next paper was by Wm. H. Mullane, "Legitimate Newspaper Property in News and Editorial Comment." The paper drew a distinct line on the right of the newspaper to news and editorial comment, telling where duty and right are separated from malice and wrong.

Ex-president Will Robinson of the Roswell *Register-Tribune,* was assigned the subject, "Charity of the Newspaper," and for more than an hour he kept his listeners in rapt attention. His paper was full of pathos and elucidated the relation of the newspaper man to the community and the community to the newspaper man.

Judge Wm. H. Pope, who adjourned court to attend the meeting, responded in a half-hour of very happy remarks, saying that he was himself an old newspaper man, and that as a judge, he believed in using the newspaper men as public benefactors, and practically admitted that a good, sincere and deserving newspaper man could have anything he could give him, even to being excused from jury duty if it would cause the non-appearance of the paper, and that any office in his gift from U. S. Commissioner to jury commissioner was at the command of the newspaper men of his district. He complimented the fraternity as good, law-abiding people and a great help to the enforcement of law and order, saying he knew of none who were not of the best class of citizens in his district.

Capt. B. F. Harlow, of the Roswell Printing Co., responded to the subject, "Apprentices for Country Newspapers." His paper brought out much valuable information from the members on the subject, it being finally concluded that if the newspapers ever have followers in the business they must adopt the anti-race suicide policy and raise their own newspaper men for it developed that every one in the meeting was brought up by newspaper people and that four of the members were actually born in printing offices or in rooms connected with the office and learned the case before they could remember, one being Mr. Curran of the Clovis *News,* who was born twenty-eight years ago in the office of the Deming *Headlight,* and B. F. Mullane, who was born in the office (or in the rooms attached) of the Neola (Ia.) *Reporter,* twenty-five years ago. Three others were born while their parents were running papers and the balance, among them Will Robinson and Capt. Harlow, were all of the newspaper stock for centuries back. So it was determined to replenish the fraternity by natural means, it being the judgment of the meeting that it was better to work in accord with than against nature. Even F. G. Prouty of the Malaga *News,* was born in the office of the *Freeman's Champion* at Burlington in the Territory of Kansas in May, 1861. On that account his illustrious sire was elected the first state printer of Kansas, in 1868, and he was known as Col. S. S. Prouty. All the members also have sons who are becoming printers as fast as possible, and some have grandsons that are toddling around the printing offices being fed on printers' pi.

W. T. Reed, of the Carlsbad *Argus,* read a paper, "Reminiscences of a Printer-Editor." He seems to be the only editor in the country that does not want a son to become a printer, though he himself is the son of a printer-newspaper man. He started in Kansas, graduated in Texas and has washed rollers in Carlsbad for twenty years.

The last on the program was the paper by Jas. D. Whelan of the Artesia *Advocate,* entitled, "Postal Censorship." Mr. Whelan holds that the censorship of the press by the postal authorities is unconstitutional and that Congress should be called upon for relief; that the Czar of Russia is a pigmy as a despot when compared to the Postoffice Department and the U. S. Assistant Attorney-General, who have assumed powers that were never dreamed of by a people who have a constitution and a free government, that no monarchy is as badly cursed with despotism as is this free United States when the postal rulings are taken into consideration.

Mr. Whalen introduced the following resolutions which were adopted:

Resolved, That it is the sense of this meeting of the Pecos Valley Press Association, that all regulations relating to the transmission of newspapers through the mails, and to the grounds upon which such transmission may be refused by the postal authorities, shall be made definite and certain by a statute enacted for that purpose, and that in all cases, the publisher whose periodical has been refused transmission may appeal to the ordinary courts for a review of the legality of the ruling of the postal authorities.

Resolved, That copies of this resolution be sent to the delegate from New Mexico and to the members of the United States Senate from the adjoining States of Texas and Colorado with the request that they endeavor to secure favorable action upon them in Congress.

The matter of representation in the National Editorial Association was then taken up, and it was agreed to be the proper thing to elect committeemen, delegates and alternates to the National Association. The following were chosen:

Committeeman—Frank Prouty of the Malanaga *News.*

Delegates—Will Robinson of the Roswell *Register-Tribune,* and W. H. Mullane of the Carlsbad *Current.*

Alternates—A. E. Curren of the Clovis *News* and Leroy P. Loomis of the Texico *Trumpet.*

The following officers were elected for the ensuing year:

President, J. M. Wood of the Lakewood *Progress.*

Vice-President, Gayle Talbot of Artesia.

Secretary-Treasurer, A. E. Curran of the Clovis *News.*

Clovis, New Mexico, was selected as the place for holding the 1910 meeting.

Electrotyping Halftones

Advances made in engraving and illustrating have been frequent subjects of remarks in these pages. The halftone process has worked a revolution in illustrations, yet there remained, for a long time, one difficulty that some had thought could not be overcome. It was the supposed impossibility of electrotyping the plates in a way to make the electros satisfactory. Means were finally found for the satisfactory electrotyping of coarse screened cuts, but now the Globe Engraving and Electrotype Company, of Chicago, have found a way to retain all the details, all the lights and shades, to perfection, of the very finest halftones and this means of all halftones. The two illustrations, made by that Company, presented herewith, show the absolute perfection obtainable. The halftone is one of the finest that can be desired for any purpose, being three hundred lines, or 90,000 dots, to the inch,

300-line Halftone, 90,000 dots to the square inch

Electro from 300-line Halftone.

yet the electrotype is so perfect that it is doubtful whether anyone would be able to tell the difference between the two, or which is the original and which the electrotype, if this were not indicated by the line under each.

The Globe Engraving and Electrotype Company, by a process and appliance that they have evolved, are making electrotypes from halftones, every day, that are just as sharp and deep as are these cuts. As a convincing demonstration of their ability to accomplish this no better proof or demonstration is needed than are these illustrations. No practical printer need to be told of the economy that this means; forms can be duplicated without having new engravings made, and the original halftones can be filed away and preserved so that when the electrotypes become wornout, new ones can be made so that the perfection of the illustrations can be kept up. You can always, in reality, have a new or unworn cut. Electrotypes from these perfect electrotypes can be made of equal quality with the originals, so there is no need nor excuse for using or for a customer furnishing wornout cuts. The electrotyping process is so cheap that no one would think of letting the small expense stand in the way of securing satisfactory work. "Seeing is believing" that is, to anyone who is not entirely convinced, a trial order will remove all doubt

Changes of Traveling Men

Mr. Clarence Urban, who formerly represented the Barnhart Type Foundry Co., in South Texas, has resigned to engage in the mercantile business in Corsicana, Texas. Mr. Urban was a very successful salesman and counted his friends by the hundreds, and carries with him in his new business the best wishes of his many friends, as well as his former employers.

The Barnhart Type Foundry Co. also announce that they have secured the services of Col. F. B. Baillio, who will represent them in east, west and northwest Texas.

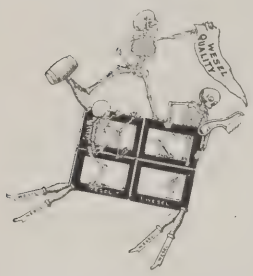
Col. Baillio is well known and popular with the Texas Press, and is ex-president of the Texas Press Association; also ex-president of the National Editorial Association. He was for several years actively engaged in the publishing business, but for the past several years he has been traveling representative for the Western Newspaper Union. The Cleburne *Enterprise*, his home paper, says: "Col F. B. Baillio, of this city, has accepted a position with the Barnhart Type Foundry Company at Dallas, as their traveling representative, and will start out tomorrow on his initial trip. Col. Ballio is one of the best newspaper men in the State, known and popular with all the boys. He was for several years, after giving up active newspaper work, the traveling representative of the Western Newspaper Union, his record is a good one. The Colonel is a hustler, and a pleasant and a genial gentleman, and the *Enterprise*, knowing him so well, unhesitatingly congratulates the Barnhart people in securing his services, and along with the Colonel's many friends, wishes him success and prosperity."

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

CHASE THE CHEAPENER.

Reputation can only be gained by doing honest work, making honest goods, striving to excel in quality, using progressive ideas. The manufacturer who has achieved a great reputation has added one satisfied customer to another satisfied customer until his manufactures become the standard of quality. Such a manufacturer goes along serenely extending his business. He sees from year to year competitors enter his field, offering things cheaper, and cheaper and cheaper still. To do this they drag down quality. They do the whole trade an injury by cheapening quality—skinning materials and labor to gain orders by offering "bargains" that are always dear bargains. They find a market, but the manufacturer of quality bargains sees the cheapener spring up, make a noise like a business and then sink out of sight, one after another. This proves that the majority of printers are buyers of value and efficiency, backed by honestly-won reputation. Such a manufacturer is Ferdinand Wesel, the active head of the F. Wesel Manufacturing Company. Wesel quality has been accepted in both hemispheres as synonymous with best quality. It is the foundation of a great business—a business supremely useful to the printers and plate-makers of the world. In it hundreds of time-saving efficiency-increasing machines, tools and appliances have been evolved. Wesel has given his best to the printers, and erected a monumental business in doing so, that is alike creditable to the printers and himself. Long pre-eminent in printing materials, Wesel in latter years has added the most complete constructive line of machines and appliances for photo-engraving, stereotyping and electrotyping. As illustrative of what Wesel Quality means we instance the following letter from George H. Benedict, the best-known platemaker in America. Referring to Wesel's Hydraulic Moulding Press, he writes: "A better moulding press may be a possibility, but we will not believe it until shown. For speed, it is equal to two ordinary power moulding presses. It has set a new pace in moulding in our plant. We have no more trouble in moulding the largest halftones or solid color plates than ordinary type forms."



We could exhibit, if necessary, scores of similar letters relating to every department of the Wesel business. This tells the story of quality and satisfaction with quality which knits Wesel customers to him so firmly. The only bargain is that which wears well.

HEAVY COPPERPLATE GOTHIC EXTENDED.

The new series of Heavy Copperplate Gothic Extended now shown for the first time by the American Type Founders Company is the latest addition to their popular Copperplate Gothic Family. Like everything worth while which is undertaken by the great type company, this family absolutely cleans up the situation so far as Copperplate Gothics are concerned, and when the rumored new additions come along, printers will have the very last word as regards this type of lettering.

It is doubtful if there was ever a face of this character which became so universally popular for the varied styles of refined printing. In the regular job fonts they are put up in popular priced fonts, and inasmuch as the printer can obtain them in regular weight fonts at body type prices there is every inducement for the best printers to buy in full cases, and thus be prepared for any emergency which his customer's orders may present.

The Publishers Press started its leased wire service under the most favorable auspices. The wire service reached from New York to the Pacific Coast and evidently was very attractive to the papers who came in with this new news gathering organization at the start. The Pittsburg *Leader,* for example, printed something more than twenty columns of the service in its Sunday morning edition on October 3rd; the Denver *News* about twenty-five columns; Minneapolis *Tribune* about the same amount; the St. Paul *Pioneer-Press,* Oakland, California, *Tribune* and the other papers taking the service found it attractive and played it up in good style.

Among the contributors to the service were W. E. Carson and Paul Lambeth of London, Paul Villiers of Paris, Malcolm Clarke of Berlin and Clement J. Barrett in special cable letters. Bat Masterson, Richard Dahlgren, Hillary H. Olmann, Manhattan and Jeff Thompson contributed sporting letters. General news letters bear the names of Ralph M. Whiteside of Washington, Ralph Johnson, James Grant Thurston, Clarence E. Sayd and Robert Lee Carter of New York.

The service was started with a signed statement written especially for the Publishers Press by Vice-President Sherman, giving his impressions of the Hudson-Fulton Celebration. Professor Hyslop and others contributed signed news articles for the first night's report.

The wire report was particularly strong in the cable end, about 2,000 words of cable having been sent over on Saturday night by Mr. W. E. Carson, the European representative of the Publishers Press. A splendid picture service also constituted a part of the report.

W. G. F. Price, H. A. Holensworth and Frank Charlton are in charge of the New York end.

W. E. Carson, formerly in charge of the Harmsworth chain of newspapers in America, is in charge of the London Bureau, with offices at 49 Fleet Street, London, E. C.

George W. Irwin is in charge of the Chicago Bureau, which is in the Iroquois Building.

Fred Thorp is in charge of the Pittsburg office.

Russell Harper is in charge of the San Francisco office, Ralph M. Whiteside is in charge of the Washington office.

IT'S IN THE PAY ROLL.

The American Type Founders Company's page advertisement in this issue entitled, "It's in the Pay Roll," contains the suggestion that with a fixed charge of $500 a year for interest and depreciation on the machine and matrices, and about $1,000 for labor, with a few hundred dollars more for new matrices the office still does not have type enough—and yet there is no kicking from the proprietor, because "it's in the pay roll."

One result of this plain presentation of vital facts is that the proprietor is awakening to the suspicion that hundreds of dollars are possibly being lost every year through the pay roll which might be saved with a reasonable supply of conveniences and necessaries for the composing-room.

In this series of advertising talks to printers, President Nelson is doing a good work and one which is certain to cause an awakening of interest in the possibility of increasing profits in the composing-room end of the printing business. These articles should be read carefully by every progressive, wide-awake printer.

GET ADVERTISEMENTS BY PLEASING THE ADVERTISERS.

Experience has taught us that the time to please an advertiser is after you have got his contract. We have found that personal attention to type display and the introduction of some typographic novelty into an advertisement is the first great step toward pleasing the man whose dollars are essential to your prosperity. Every new type face issued by the typefounders should be studied to see if it has not in it some merit that will please the advertisers, or those who want catalogues or other job printing. Do not leave this important matter to any mechanical subordinate. It requires the attention of one who knows what insistence business men give to getting value for their outlay with you.

There is, for instance, a new type family, called Century Old Style, which is now advancing toward popularity with a rapidity which presages success. Have you seen it? Have you studied its design? Are there not some of your customers who would be stimulated to the point of increasing their advertising space by just such a type face? It has taken years to perfect this type design and prepare it for use. It merits study, but the point we wish to make is that it is vital to your business as a publisher and printer to study the types.

Every publisher who is alive to his own interests knows that the great Cheltenham family has added hundreds of extra dollars to the incomes of publishers and printers. Century Old Style is made by the same type foundry—the American Type Founders Company from whom specimens may be obtained. In producing its great type successes this company has rendered the publishers and printers an immense service, for all these type successes give impetus to the demand for advertising.

Another point may be made, and that is the wisdom of buying original designs—not poor imitations of some other concern's successes. The imitator of type designs does nothing but degrade the printing business for the purpose of trying to get a look in on the prosperity of those who have brains enough to be leaders and originators. These imitations cost just as much as the real articles. Do not buy near Century Expanded, near Cheltenham, nor any other emasculated parody of the genuine design. Go to headquarters at once. Go to the world-acknowledged leaders of type fashions, the American Type Founders Company, the designers of types that make printing and advertising popular.

TYPE IS CHEAPER THAN TIME.

We quote the following from an attractive little booklet reprinted by the American Type Founders Company from one of the recent trade publications and mailed to every printing office in the country:

"We are entering on a period of common sense in purchasing type. The type founders recognize it by selling useful display fonts that really fill a case at greatly reduced prices—the same price as plain body types, which were formerly the only fonts generally bought in common sense quantities. When we bought scanty job fonts we found them worn out in the face in a short time; with fonts that fill a case the wear is longer, jobs are set quicker; if bought in families the jobs look better, more tasteful and harmonious.

Buy consistently, letting one font harmonize with others. Discard the font from which you can only set lines for the fonts with which you can set pages or paragraphs, for that way economy lies. Keep your men producing every minute by using foresight, an ounce of which we are told is worth a pound of hindsight."

No one but the American would have thought of reprinting this article in the ultra-art form in which it has been treated—printed in a dark brown ink, on a brown shade of cover paper and illuminated with a decorative band in olive ink. Altogether it is attractive and unique, and we are not sure but that it will better serve its mission on this very account.

Paul W. Shattuck, manager of the San Francisco House of the Keystone Type Foundry, recently, spent some time in Chicago, Philadelphia and New York, getting in touch. He visited the Keystone houses in those cities and other manufacturers whose products he handles on the Pacific Coast. Mr. Shattuck is the son of William F. Shattuck, one of the pioneer typefounders of San Francisco, and at his father's death succeeded to the control of the Pacific States Type Foundry, which concern was lately consolidated with the Keystone Type Foundry's branch house under the corporate title of Keystone Type Foundry of California.

IS THE PRINTER GETTING HIS SHARE?

Countless millions are expended at Christmastide, and nearly all businesses are striving to sidetrack some of the expenditures into their yards. The printers—too many of them—stand and wait until some of this Christmas money is forced upon them. Printing is a business that requires, above all others, stimulation. The printer's customers can get along without much printing, but they can get along more prosperously by using more printing. The part of the wise printer, then, is to educate the community into appreciation of the value of "more" printing. Once the printer gets his community started, they will find that there is no such thing as "enough" printing.

To aid in this profitable crusade into Santa Claus Land, the American Type Founders Company has issued a superbly printed specimen in colors of a new line of Holiday Decorators and Holiday Borders, designed by eminent artists, and all cast in moulds. The display is very large, covering all requirements of those who solicit Christmas printing. The American Type Founders Company advances the proposition in this splendid specimen that the printer's customers be allowed to select and pay for such designs as they may wish to use in their holiday printing and advertisements. Everyone with any advertising sense will appreciate the type company's enterprise in presenting this timely collection of business-getting decorators at the proper time, and combining with them fine examples of the best ways of using them.

FISHING FOR BUSINESS.

Such is the caption of an immensely attractive booklet or type showing which recently reached our desk from the great type distributors of the world, the American Type Founders Company. We cannot be too enthusiastic in praise of this, and every printer, and every business house interested in advertising, who received a copy will unquestionably echo our sentiments.

There is hardly an example of typography which the printer cannot profitably borrow outright and adapt to his own work or for his customers. If you have not a copy just drop a line to our friend Frank B. Berry, Manager of the Typographic Department, 300 Communipaw Avenue, Jersey City, and see how promptly one will find its way to your own desk.

It contains specimens of more than a hundred unique and snappy designs for holiday advertising which have very properly been designated as Holiday Decorators.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

BABCOCK RELIANCE SIX-COLUMN QUARTO Press for sale; in good condition. $500 F. O. B. Cars, Belleville. TELESCOPE, Belleville, Kansas.

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

FOR SALE—TWO HUBER TWO-COLOR PRESSES. Bed 39x52. These presses have been thoroughly overhauled, and are in excellent condition. Price very low. Address, J. A. ROESE, P. O. Box 897, Pittsburg, Pa.

EDITORIAL—BRIGHT, ORIGINAL, EXCLUSIVE, PROgressive Republican or Independent; any proportion nonpolitical. Price low. G., care NATIONAL PRINTER-JOURNALIST.

SALESMAN WANTED—A thoroughly competent and experienced printing press salesman of correct habits and good address, for our Western and South-western territory. Permanent position for the right party. All communications strictly confidential. Address: MANUFACTURERS, care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

GENERAL NEWS FOR EVENING PAPERS. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

BABCOCK DISPATCH PRESS 39x52. ELEGANT CONdition. W. L. A., care NATIONAL PRINTER-JOURNALIST.

PONY BOOK AND JOB CAMBELL 28x41; FINE MACHINE for newspaper and job work; good condition. C. H., NATIONAL PRINTER-JOURNALIST.

NEW TYPE FOR OLD, 1 lb. for 3 lbs., or 1 lb. new Empire for 6 lbs. stereos, electros, etc. Beautiful faces like the Caslons, Cheltenhams, Winchell, etc. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—NEWSPAPER AND JOB OFFICE. Town 60 stores. $850 cash. Owner entering profession. News Lake City, South Carolina.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

Only Weekly in Mississippi Valley County Seat Town of 2500

Two presses, gasoline engine, paper cutter, etc. Gross business, $6,500 annually. Owner is actively engaged in another business and operates property, which is only publication in the county, entirely by salaried help. Operated in that way the property returns the owner $1000.00 a year. Practical owner-manager would doubtless do much better. Proposition No. 539.

C. M. PALMER
Newspaper Broker **277 Broadway, New York**

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Different—of Course

A good many printers imagine their situation is exceptional—think honestly, that they are different from everybody else. The main difference we have been able to get a focus on is that some men who make a livin: out of *other* people's advertising think *they* can do business without advertising.—If you are a real believer in advertising, get our proposition on building business for your job department—and do it now.

Business Builders

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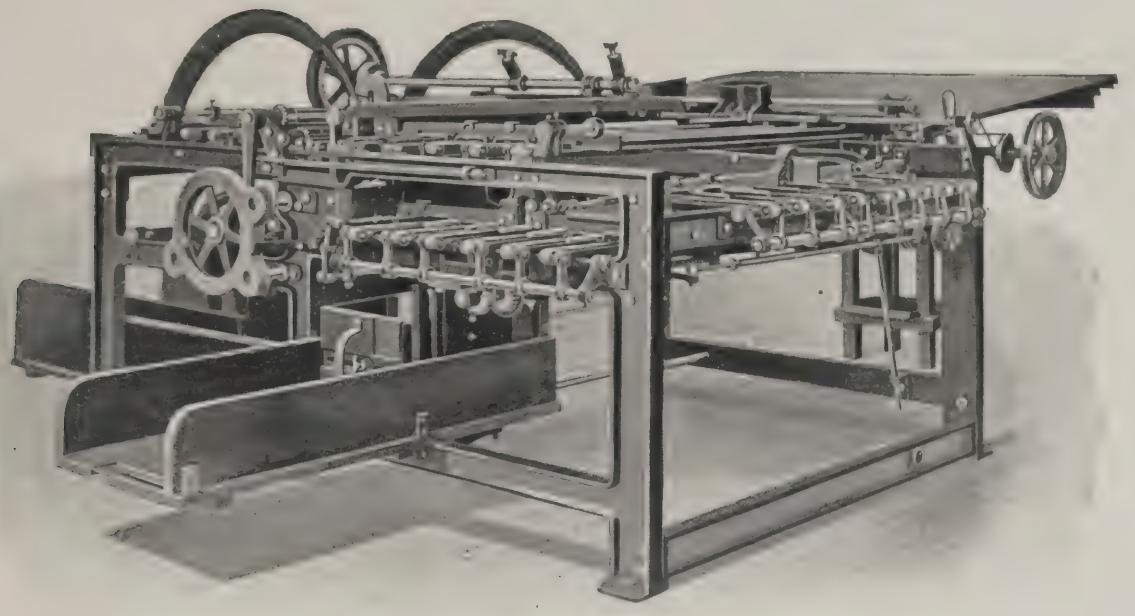

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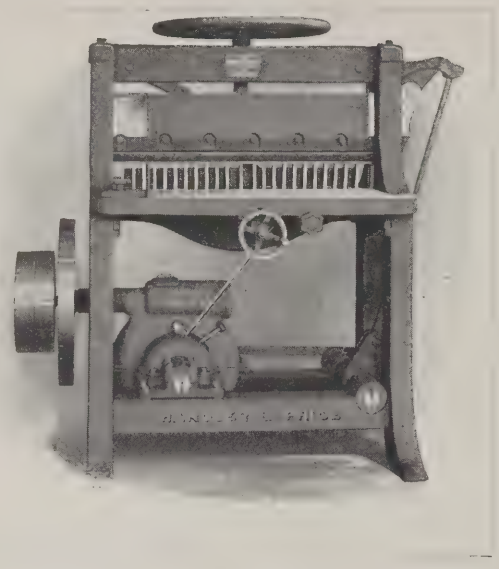

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